Santiago Scheuermann

UX/UI Designer

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Behance - Linkedin

UX/UI Designer focused on creating clear, functional digital products aligned with business goals.

I specialize in analyzing flows, detecting friction points, and transforming user and business needs into intuitive and scalable experiences.

I work combining research, strategy, and interface design, collaborating closely with development and product teams to create user-validated solutions aligned with business metrics.

I have a Front-End background, which allows me to design solutions considering both user experience and technical feasibility.

I integrate AI tools to optimize ideation, prototyping, and iteration processes within agile and constantly evolving environments.

TOOLS AND TECHNOLOGIES

- Design & Product: Figma, Framer, Miro, Whimsical
- Prototyping & Research: Wireframing, Design Systems, User Flows, Usability Testing
- Front-End Knowledge: HTML, CSS, JavaScript, React
- CMS Platforms: WordPress, Prestashop
- Collaboration & Management: Jira, Notion, Slack
- AI applied to design and productivity: Cursor, Claude, ChatGPT, Lovable

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EXPERIENCE

UX/UI Designer — Tippit

Oct 2024 – Present

Role Description:
I design end-to-end digital experiences for an all-in-one platform focused on gastronomic businesses, participating from research and feature definition to design, prototyping, and handoff to the development team. I work in an agile and constantly evolving environment, collaborating closely with product and development teams to create scalable, user-centered solutions aligned with business goals.

Key Responsibilities:

Design and evolution of new functionalities for web and mobile platforms.

UX Research, usability testing, and benchmarking to identify friction points and improvement opportunities in the user experience.

Dashboard design and metrics visualization for gastronomic businesses.

Development and maintenance of a Design System focused on visual consistency and scalability.

Cross-functional collaboration with development and business teams throughout the entire product cycle.

Integration of AI tools to optimize ideation, validation, and iteration processes for flows and prototypes.

Tools: Figma, Miro, Jira, Cursor, HTML/CSS, AI applied to design and productivity.

Featured Project (Behance): Redesign and optimization of the mobile QR flow implemented at Tippit, focused on friction detection, user experience, and interaction improvements within the platform.

https://www.behance.net/gallery/234744259/Proyecto-UXUI-Nuevo-flujo-de-QR

UX/UI Designer — IA Solutions (Project)

Machr 2025 – April 2025

I participated in the UX/UI redesign of a Dev Portal for a Compensation Fund company in Chile, working alongside a technology consultancy to improve the user experience and modernize the platform interface.

Key Responsibilities:

User research and competitive analysis to identify experience improvement opportunities.

Definition of flows, structure, and visual proposal for the new interface.

Functional design and prototyping in Framer for early validation with the client and technical team.

Continuous collaboration with development teams to ensure technical feasibility and implementation consistency.

Tools: Figma, Framer, HTML/CSS, Azure.

UX/UI Designer (Freelance)

2023 – Present

I design and develop web solutions for different brands and businesses, participating in the definition of structure, user experience, and visual identity for corporate and e-commerce websites using no-code tools such as WordPress.

Key Responsibilities:

Design of web experiences aligned with business goals and user needs.

Definition of information architecture, structure, and visual guidelines.

Development and implementation of websites using no-code technologies.
Direct communication with clients throughout the project definition and execution process.

Tools: Figma, WordPress, AI Tools.

UX Web Content Assistant — Adri Rodrigo Agency

July 2025 – Present

I act as a bridge between clients and development teams in corporate web and e-commerce projects, translating business needs and client goals into functional definitions and clear UX/UI guidelines for the technical team.

Key Responsibilities:

Requirements gathering and UX/UI brief creation.
Definition of information architecture, structure, and visual guidelines.
Collaboration with development teams to ensure consistency between strategy, design, and implementation.

UX - Web Designer - Santa Tierra Mercado

February 2023 - July 2025

I participated in improving the brand's digital experience and communication, working on the website, visual campaigns, and different customer touchpoints both online and offline.

Key Responsibilities:

Optimization of website experience and content.
Design of graphic assets for campaigns and commercial communication.
Participation in visual identity and customer experience initiatives.
Collaboration in communication improvements and digital presence of the business.

Tools: Figma, Prestashop, Power BI, Canva.

Business Operations Manager - Santa Tierra Mercado

May 2020 - January 2023 .

Responsible for operational management and overall business coordination, participating in decision-making, team organization, internal process improvements, and customer experience optimization.

Key Responsibilities:

Operational coordination and overall business supervision.
Team management and daily task organization.

Identification of improvement opportunities in customer service and experience.
Participation in strategic and operational business decisions.

Skills: Teamwork, leadership, problem-solving, creativity, autonomy, time management, planning, proactivity.

PROFESSIONAL EDUCATION

Advanced UX/UI Designer Course. Coder House. 2024.

UX/UI Designer Course. Coder House. 2022.

Full Stack Web Developer. Henry Bootcamp. 800 hours of theoretical and practical training. 2023.

Bachelor's Degree in Tourism - Universidad de La Plata. 2016 to 2022.

International English Exams (First Certificate and AS Level - Cambridge). 2015.

EF SET English Certificate 2024 (C1 Advanced) https://www.efset.org/cert/GGoMsM

Certificate of Proficiency in Portuguese for Foreigners - CELPE-Bras. 2015.

LANGUAGES

Advanced English (C1 Advanced)

Advanced Portuguese