

Pamela Zárate Martel

Senior Product Designer · UX Consultant

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Profile

Senior Product Designer and User Experience Consultant with over 9 years of experience designing end-to-end digital products in healthcare, banking, insurance, airlines, and retail. Proven track record of leading and testing cross-functional teams, building design systems, and delivering measurable business impact through evidence-based design and rapid experimentation. Specialist in formulating technical solutions for the public and private sectors and international organizations, with a focus on digital transformation, accessibility (WCAG 2.2 AA), and inclusion. Experience in AI-powered product design, including conversational interfaces and chatbot UX.

Skills and Tools

- **Strategy and Management:** Digital project management, roadmap definition, stakeholder coordination (government, IT, business areas), and agile methodologies (scrum, lean, kanban).
- **Design and UX:** End-to-end product design, Information Architecture, Conversational UX/AI, Service Design, and Design Systems.
- **Research and Data:** UX Research (qualitative/quantitative), A/B Testing, Experimentation and data-driven usability analysis.
- **Software:** Figma, Hotjar, Useberry, Maze, Google Analytics, CrazyEgg, Usabilla, Claude, Perplexity.
- **Languages:** Spanish (Native) and Professional English (C1).

Experience

Interface Design Analyst | Thewhiteam (Spain / Remote)

February 2025 – July 2025

- I led the UX analysis and functional definitions for the European Union Agency for Rail (ERA) OSS platform, ensuring compliance with WCAG 2.2 AA standards.
- I created wireframes, prototypes, and handoff documentation for development, coordinating with international technical teams to manage iteration cycles and ensure system scalability.

UX and Digital Strategy Consultant | Freelance (Spain / Remote)

July 2024 – Present

- I provide strategic consulting in digital transformation for the healthcare, retail, and advertising sectors.
- I optimize products through mixed-methods research, improving user understanding by 25% through iterative design cycles.
- I conduct A/B testing and data-driven research to identify usability issues and technological needs.

UX Lead | Esencial Isapre (Chile / Remoto)

November 2021 – May 2024

- I led the UX strategy and design of a digital health insurance product built from scratch, launching the MVP in 6 months: plan simulation, digital enrollment, and member portal.
- I built and led the first in-house UX team: defining the skills matrix, creating growth programs, and establishing an experimentation squad.
- I spearheaded the A/B testing program, which increased lead generation, improved conversion rates when comparing plans, and reduced acquisition costs.
- I designed and maintained the Figma component library and design system, accelerating iteration on the product roadmap.
- I promoted an evidence-based design culture, translating UX results into business metrics for management.

UX Consultant | Ministry of Transport and Telecommunications (Chile)

August 2021 – November 2021

- I conducted qualitative research (focus groups, interviews, workshops) with port communities to generate strategies for technological adoption and digitization of public services.

UX Consultant - Conversational Design and AI | Ministry of Economy, Development and Tourism (Chile)

January 2020 – December 2020

- I designed the AI-powered personality and conversational UX flows for Gloria, the government chatbot integrated into Pymes de Barrio—a national marketplace connecting SMEs with local buyers, launched during the COVID-19 pandemic and covered by national media.
- I facilitated co-creation workshops with Ministry stakeholders and SME owners to define Gloria's communication pillars, tone of voice, and conversational architecture.
- I conducted heuristic evaluations, usability testing, interviews, and service blueprints for various ministerial and government programs.

UX Content Strategist and Mentor | LATAM Airlines (Chile)

July 2017 – July 2019

- I redesigned the digital Travel Voucher redemption service: it increased digital redemptions by 165% and reduced calls to the Contact Center by 18.5%.
- I created navigation flows, content strategy and information architecture for the Login, Travel Voucher, Corporate, and Contingency teams using agile methodologies.
- I mentored UX writing teams and optimized workflows, reducing SLAs.

UX Writer | DoubleYou (Chile)

February 2017 – May 2017

- Content strategy and SEO optimization for Grupo Salva; copywriting for BCI, Accenture, and MercadoLibre.

Content Manager | Ideas Digitales Aplicadas (Chile)

July 2015 – January 2017

- Creation, management, and strategy of digital content for the architecture, interior design, retail, and education industries.
- Facilitation of workshops on UX, information architecture, and branding.

Education and Certifications

- Licenciada en Comunicación Social, Universidad Diego Portales, Chile. (2014)
- Título en Marketing y Publicidad, Universidad Diego Portales, Chile. (2014)
- Hello Design Thinking, IDEO U (2020)
- Certificación WCAG 2.2 AA, Instituto de Accesibilidad (2025).

Teaching and Mentoring

- **Mentor +Mujeres en UX** (Ene 2019 – Dic 2020)
Mentor for young women in UX and technology (2nd and 3rd generation)
- **Adjunct Professor, Pontifical Catholic University of Valparaíso** (2019)
UX Content Diploma 2019