Héctor Astete Zúñiga

PRODUCT DESIGNER - LEADER UX - UX DESIGNER

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PROFILE

Senior UX/UI designer with experience leading multidisciplinary teams to create intuitive, efficient, and engaging digital solutions focused on human-centered design.

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER, ZEROFOX; BALTIMORE, USA — 2025

- As a Product Designer at ZeroFox, I am responsible for contributing across different departments within the organization, especially in the CTI Search Intelligence team.

- I work in the Design team, within the framework of Continuous Discovery, in close collaboration with other Product Designers and in product trios with the Product Manager and Lead Engineer in each sprint.

- I collaborate closely and intensively with development, marketing, and product teams to ensure consistency and quality throughout all phases of ZeroFox's life cycle.

PRODUCT DESIGNER, COLLECTIVE HEALTH; NEW YORK, USA — 2024

- As a UX Designer and Product Designer, I led the design and development of the user interface for Collective Health.

- I contributed to the development of the Design System using the atomic design model.

- I worked closely with the development and product teams to ensure consistency and quality throughout all phases of the app's lifecycle.

- Objective definition: Collaborated with stakeholders to establish clear and measurable goals for the new version of the app.

PRODUCT DESIGNER, MEEDIKA; SANTIAGO — 2024

- Responsible for the design and development of the user interface for the Meedika App.

- Design of the Design System using the atomic design model.

- Workflow Definition: Identified and documented current and proposed workflows for Meedika.

- Information Architecture Design: Collaborated with the team to design an intuitive and easy-to-navigate information architecture.

- Iterative Prototyping: Facilitated iterative prototyping sessions with the team to explore and validate different design solutions.

- Result-Based Iteration: Used usability test results to continuously iterate and improve the app's design.

- Project Management: Supervised and coordinated the activities of the UX design team to ensure project deadlines and deliverables were met.

- Close collaboration with development and product teams to ensure design consistency and quality throughout all stages of the app's lifecycle.

UX LEADER, EXPEDIENTE CLÍNICO DE LA CAJA DE SEGURO SOCIAL DE PANAMÁ; PANAMÁ – 2024

- I guided the team toward a shared vision of creating an intuitive, engaging, and accessible user interface for the new electronic health record system of the Caja de Seguro Social de Panamá during its redesign process.

- I implemented a Design Thinking-based workflow, which effectively identified user needs and generated innovative solutions.

- I created and implemented a RACI matrix to clearly define the roles and responsibilities of each team member, improving communication and collaboration, reducing conflicts, and speeding up decision-making.

- I conducted interviews with key stakeholders, such as medical leaders from each group, to understand their needs and expectations. The insights gained helped identify areas for improvement and adjust the

project accordingly, achieving better alignment among stakeholders and optimizing the project design.

- Implemented and refined the Design System.

- I fostered effective collaboration between design, development, and product teams to achieve a consistent and high-quality user interface.

PRODUCT DESIGNER, TAKEIT APP; SANTIAGO-LIMA — 2019-2023

- Responsible for creating a UX Research plan (User Personas, Competitive Analysis, User Stories, User Flows, etc.).

- Branding and Brand Manual Design.Design and Implementation of a comprehensive Design System using Atomic Design.

- Wireframing.

- Prototyping.

- Interface design and illustration.

- Heuristic analysis.

- App interface design.

- Web design with HTML5 and CSS3.

- Web design using Webflow.

- Design of posts for Meta's social media (Instagram and Facebook).

- Creation of AR filters for Meta.

- Design team lead for Jockey Plaza Mall in Peru.

- Usability testing.

- User interviews.

- Micro-interactions and animations.

DISEÑADOR UX, CORREOS DE CHILE; SANTIAGO — 2022

- User interviews.

- Interface Design Lead for an app based on Material Design for Google Play and the App Store.

- Collaborated on the development of the Merkén Design System.

- Heuristic analysis.

- Design and illustration.

- Collaborative work with the CorreosChile design team.

- Usability testing.

- User interviews.

- Micro-interactions and animations.

DISEÑADOR UX/UI, THE BRIDGE; SANTIAGO — 2020

- User interviews.

- Design system collaboration.

- Heuristic analysis.

- Responsive web design (HTML5 and CSS3) for bebbia.com by Rotoplas.

- Collaborative work with design teams in Brazil and Mexico.

- Wireframe design.

- Prototyping.

- User interviews.

- Usability testing.

- Micro-interactions.

DISEÑADOR UX/UI, WALMART CHILE; SANTIAGO — 2019

- Prototyping.

- Member of Fauna (UX Design team for Walmart Chile's digital experience).

- Design of components and patterns for the Lider.cl website interface.

- Heuristic analysis.

- Branding and logo design.

- Study of user behavior in sales and digital environments.

- Quantitative and qualitative research.

- Competitive analysis.

- User flows.

- Usability testing.

- User interviews.

- Lean Inception focused on achieving annual goals for omni channel shopping experience.

Tanner

- User interviews.

- Creation of wireframes.

- Prototype design.

- Design System creation.

- App view design.

- Usability testing.

- User interviews.

Consorcio

- Prototype design.

- User flows.

- Red routes.

- Service blueprint.

- Usability testing.

MuniStgo Gobierno de Chile

- Prototype design.

* Heuristic analysis.

• Líder de diseño en departamento de nuevos productos digitales.

GeoFinder

* Contributed to the GeoFinder Design System.

* Heuristic analysis.

* Wireframe design.

* Prototype design.

* Quantitative analysis.

MapDrive

* Heuristic analysis.

* Wireframe design.

* Prototype design.

* Quantitative analysis.

Find It

* Heuristic analysis.

* Wireframe design.

* Prototype design.

* Quantitative analysis.

* Usability testing.

ACADEMIC BACKGROUND

* **Bachelor's in Business Administration** (Marketing concentration), Universidad Mayor – 2016.

- **Web and Multimedia Design and Programming**, INACAP – 2009.

- **Basic Education Pedagogy** (mención Trastornos en el Aprendizaje); UCINF – 2006.

TRAINING COURSES

- **Liderazgo y Gestión del Cambio**; Escuela de Postgrado y Educación Continua FCFM, Universidad de Chile – 2025.

- **Entorno VUCA y Desafíos del Liderazgo**; Escuela de Postgrado y Educación Continua FCFM, Universidad de Chile – 2025.

- **Principios del Lean Change Management y rol del Líder**; Escuela de Postgrado y Educación Continua FCFM, Universidad de Chile – 2025.

- **Business Analysis & Process Management**; Coursera Project Network – 2024

- **Digital Accesibility Foundations W3C**; Web Accessibility Initiative – 2023

- **Fundamentos de Liderazgo**; Platzi – 2023

- **Gestión de procesos UX**; Platzi – 2023

- **Cómo ser Product Designer**; Platzi – 2023

- **Leyes de UX/UI para Startups**; Platzi – 2023

- **Diseño de Servicios**; Platzi – 2023

- **LEAN UX Práctico**; Platzi – 2023

- **UX Writing práctico**; Platzi – 2023

- **Official Scrum fundamentals**; AIBES – 2022

- **Inbound Marketing**; HubSpot – 2017

- **Front-end Foundations**; CodeSchool – 2016

A quien corresponda,

Me complace escribir esta carta de recomendación para Hector Astete, quien desempeñó un papel fundamental en la creación y el éxito de nuestra empresa durante su tiempo como diseñador UX/UI.

Hector se unió a nuestro equipo en agosto de 2019 y rápidamente demostró ser un activo invaluable. Su principal responsabilidad fue liderar la reinvención de nuestra marca, desarrollar un sólido design system y dirigir la creación de la interfaz de usuario de nuestra aplicación principal.

Destaco su habilidad para comprender y comunicar eficazmente nuestra visión empresarial, así como su enfoque meticuloso en la investigación y la comprensión del usuario final. Esto se tradujo en un diseño de UX/UI que cautivó a nuestra audiencia y mejoró significativamente la experiencia de nuestros clientes.

Hector también lidero la creación de un design system integral que unificó la estética de nuestra marca y simplificó el proceso de diseño y desarrollo. Su destreza técnica y conocimiento de las últimas tendencias en diseño fueron evidentes en todas sus contribuciones.

Además de sus habilidades técnicas, Hector se destacó como un miembro valioso del equipo, siempre proactivo, colaborativo y lleno de ideas innovadoras. Su ética de trabajo excepcional y su capacidad para cumplir plazos ajustados fueron esenciales para el éxito de nuestros proyectos.

En resumen, Hector es un diseñador UX/UI talentoso y altamente comprometido que ha dejado una huella significativa en nuestra empresa. Recomiendo encarecidamente a Hector para cualquier proyecto o posición que requiera habilidades de diseño de alto nivel. Estoy seguro de que continuará brindando un valor excepcional a cualquier equipo o empresa en la que se involucre.

Para más detalles o información adicional sobre la contribución de Hector, no dude en ponerse en contacto conmigo.

Atentamente,

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