

HÉCTOR ASTETE ZÚÑIGA

SENIOR PRODUCT DESIGNER · UX LEADER · APP DEVELOPER

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[Portfolio: callmehector.cl](#) | [Apps in production](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Senior Product Designer / UX Leader with 8+ years leading cross-functional teams and Design Systems for digital products in healthcare, retail, government, and cybersecurity (ZeroFox, Collective Health, Walmart Chile, Caja de Seguro Social de Panamá). End-to-end experience in user research, information architecture, prototyping, usability testing, and Atomic Design, within Agile/Scrum and Continuous Discovery frameworks. Complements design work with iOS App development published on the App Store, bringing a hybrid design-code perspective to product teams.

SKILLS & TOOLS

- Product Design: UX Research, User Personas, User Flows, Information Architecture, Prototyping, Wireframing, Heuristic Analysis, Usability Testing, User Interviews
- Design Systems: Atomic Design, componentization, documentation and governance of design libraries
- Tools: Figma, Adobe XD, Sketch, Webflow, HTML5, CSS3
- App Development: design and development of iOS apps published on the App Store (see apps portfolio)
- Methodologies: Design Thinking, Lean UX, Scrum, Continuous Discovery, RACI matrices
- Leadership: design team management, stakeholder alignment, mentoring, change management
- Accessibility: WCAG / Digital Accessibility fundamentals (W3C)

APP DEVELOPMENT

Designer and developer of self-built iOS apps, published and live on the App Store. Full portfolio: callmehector.cl/apps

- CallMeHector — personal app published on the App Store
- Sudoku Noir — game published on the App Store
- Contador Noir — utility app published on the App Store
- HereChoes — app available for download

PROFESSIONAL EXPERIENCE

Product Designer | ZeroFox

Baltimore, USA (remote) • 2025 – Present

- Product designer for the CTI Search team within Intelligence, part of the Design Team under a Continuous Discovery framework.
- Work in a product trio (Product Designer, Product Manager, Lead Engineer) each sprint to prioritize and validate solutions.
- Cross-functional coordination with engineering, marketing, and product to maintain experience consistency across the full product lifecycle in a cybersecurity platform.

Product Designer | Collective Health

New York, USA (remote) • 2024

- Led end-to-end UI design for the Collective Health platform.
- Developed the Design System using an Atomic Design model, reducing delivery time for new components.
- Defined measurable goals for the new app version together with product stakeholders.

Product Designer | Meedika

Santiago, Chile • 2024

- Sole owner of interface design and experience for the Meedika App, from research through delivery.
- Designed the full Design System using an Atomic Design model.
- Documented current and proposed workflows, and designed the product's information architecture.
- Facilitated iterative prototyping sessions and translated usability testing results into product improvements.
- Managed the UX design team, ensuring deadlines and deliverables were met.

UX Lead | Caja de Seguro Social de Panamá — Digital Clinical Record

Panama • 2024

- Led the redesign of the digital clinical record system, guiding the team toward an intuitive and accessible interface.
- Implemented a Design Thinking framework to identify user needs and generate innovative solutions.
- Created a RACI matrix that reduced coordination conflicts and accelerated team decision-making.

- Interviewed key medical stakeholders, aligning expectations and adjusting project scope accordingly.
- Implemented and refined the product's Design System.

Product Designer | [Takelt App](#)

Santiago – Lima • 2019 – 2023

- Built the full UX Research plan (User Personas, competitive analysis, user stories, user flows).
- Designed the brand manual and branding, and led the full Design System using Atomic Design.
- Interface design and illustration, wireframing, prototyping, and web development with HTML5, CSS3, and Webflow.
- Created augmented reality (AR) filters for Meta and social media content (Instagram, Facebook).
- Led the design team for the Jockey Plaza mall project in Peru.
- Ran usability tests, user interviews, and micro-interaction design.

UX Designer | [Correos de Chile](#)

Santiago, Chile • 2022

- Led interface design for the institutional app based on Material Design, for Google Play and the App Store.
- Collaborated on the development of the Merken Design System.
- Conducted heuristic analysis, usability testing, user interviews, and micro-interaction design.

UX/UI Designer | [The Bridge](#)

Santiago, Chile • 2020

- Designed the responsive website bebbia.com (Rotoplas) using HTML5 and CSS3.
- Collaborated with design teams in Brazil and Mexico.
- Wireframes, prototypes, user interviews, and usability testing.

UX/UI Designer | [Walmart Chile](#)

Santiago, Chile • 2019

- Member of Fauna, Walmart Chile's digital experience UX team.
- Designed interface components and patterns for the Lider.cl website.
- Quantitative and qualitative research, competitive analysis, and user behavior studies.
- Participated in a Lean Inception, contributing to the annual omnichannel shopping experience goal.

UX/UI Designer | [Lagash](#)

Santiago, Chile • 2019

- Tanner: Design System, wireframes, prototypes, app view design, usability testing, and user interviews.
- Consorcio: prototypes, user flows, red routes, and service blueprint, with usability testing.
- MuniStgo (Chilean Government): heuristic analysis and prototype design.

UX/UI Designer | [MapCity Equifax](#)

Santiago, Chile • 2018

- Design lead for the new digital products department.
- GeoFinder, MapDrive, and Find It: heuristic analysis, wireframes, prototypes, and quantitative analysis; usability testing on Find It.

EDUCATION

- B.S. in Business Administration, Marketing concentration — Universidad Mayor, 2016
- Web and Multimedia Design & Programming — INACAP, 2009
- Elementary Education, Learning Disabilities concentration — UCINF, 2006

COURSES & CERTIFICATIONS

- Mastering Generative AI for Cybersecurity — IBM, 2026
- Leadership and Change Management — FCFM Graduate School, Universidad de Chile, 2025
- VUCA Environment and Leadership Challenges — FCFM Graduate School, Universidad de Chile, 2025
- Principles of Lean Change Management and the Leader's Role — FCFM Graduate School, Universidad de Chile, 2025
- Business Analysis & Process Management — Coursera Project Network, 2024
- Digital Accessibility Foundations (W3C) — Web Accessibility Initiative, 2023
- Leadership Fundamentals — Platzi, 2023
- UX Process Management — Platzi, 2023

- How to Be a Product Designer — Platzi, 2023
- UX/UI Laws for Startups — Platzi, 2023
- Service Design — Platzi, 2023
- Practical Lean UX — Platzi, 2023
- Practical UX Writing — Platzi, 2023
- Official Scrum Fundamentals — AIBES, 2022
- Inbound Marketing — HubSpot, 2017
- Front-end Foundations — CodeSchool, 2016