



Valentina del Río Benítez

Senior Product Designer

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Education

The Grange School

1999 - 2001

The Mayflower School

2002 - 2012

Universidad del Desarrollo

Law School / 2013 - 2014

Graphic Design / 2015 - 2019

Certificates

First Certificate In English

Cambridge Assesment English / 2010

National Public Speaking Competition

English Speaking Union / 2012

Digital Leadership

Universidad Andrés Bello / 2020

Corfo Scholarship

Human-Computer Interaction: The Foundations of UX Design

Interaction Design Foundation / 2023

Accessibility: How to Design for All

Interaction Design Foundation / 2023

Design for the 21st Century with Don Norman

Interaction Design Foundation / 2023

Emotional Design

Interaction Design Foundation / 2023

Data Driven Design

Interaction Design Foundation / Enrolled

Design for a Better World with Don Norman

Interaction Design Foundation / Enrolled

Skills

- | | |
|-------------------|-----------------|
| Research | Design Thinking |
| Wireframing | Lean Startup |
| User journeys | Team work |
| Prototyping | Leadership |
| Usability testing | Innovation |
| Design systems | Responsability |
| Metrics | Mentoring |

Tools

- | | |
|--------|-----------|
| Figma | Amplitude |
| FigJam | Notion |
| Maze | Clickup |
| HotJar | Slack |

My profile

As an accomplished product designer and entrepreneur with +7 years of experience, my primary motivation is to design innovations aimed at enhancing people's quality of life and their surroundings. I believe design is a powerful tool for investigating and addressing significant societal challenges. This belief fuels my passion for crafting user-centric solutions across diverse industries, including Healthtech, Proptech, and Fintech. I thrive on balancing form and function, collaborating with cross-functional teams to create seamless products that not only look great but also solve real-world problems.

Work experience

Freelance Designer

Graphic and Web Design

Apr. 2015 - May. 2021

As a freelance designer throughout university, I executed diverse projects in branding, marketing, web and graphic design. I delivered impactful visual solutions, laying the foundation for my design career.

Bendita Empanada

Web Designer

Sep. 2015 - Apr. 2019

Contributed to the family business by designing and developing the WordPress website, encompassing the presentation of the entire food menu.

Main Comunicaciones Agency

Internship and Freelance Designer

Dic. 2017 - Mar. 2020

Started as an intern and later became a freelance designer at a strategic communication and public affairs agency. Executed graphic, digital, corporate, and web design projects for both the agency and diverse clients. Pioneered the integration of design services for clients alongside public affairs and strategic communication offerings, expanding the agency's market reach.

Weim / Founder

Designer

Apr. 2018 - Mar. 2020

Founded and led a socially impactful clothing venture, repurposing fabric scraps to create blankets for the homeless. I spearheaded the entire process from website development to designing the clothing line and managing social media. This entrepreneurial endeavor aimed not only at fashion but also at making a meaningful difference in the community.

[Award Fondo Lo Barnechea Emprende - Incuba UC / July 2018](#)

GCare / Founder

COO and Product Designer

Nov. 2018 - Nov. 2020

Founded GCare, a startup inspired by the importance of timely emergency response because of a stroke that my grandmother suffered. Developed a system that included a smartwatch for seniors with geolocation and SOS features, a mobile app for family monitoring, and a web platform for municipal oversight. Traveled to China for supplier collaboration, led the design process for the smartwatch, app and software interfaces. Conducted thorough user research, testing, and validations, culminating in a successful pilot.

[Award SSAF Social - Corfo / April 2019](#)

[Award Piensa en Grandes - AFP Hábitat y Hogar de Cristo / Oct. 2019](#)

[Mention "Diseño para Todas las Personas" - Bienal Iberoamericana de Diseño / Oct. 2020](#)

[Award "Diseño y Emprendimiento" - Bienal Iberoamericana de Diseño / Oct. 2020](#)

Houm

UX/UI Designer

May. 2021 - Jul. 2022

Led the establishment of the UX/UI team and formulated design guidelines. Conducted research and user studies for both external and internal users. Executed end-to-end design responsibilities, including the creation of the design system from inception, encompassing marketplace interfaces, landing pages, and internal/client admin systems. Emphasized team collaboration, prototyping, and testing for a holistic approach to user-centric design solutions.

Houm

Lead Product Designer

Jul. 2022 - Nov. 2022

Promoted to Lead Product Designer, I spearheaded the expansion of the UX/UI team, guiding and mentoring new members to ensure adherence to design guidelines. Managed seamless communication between various product interfaces, fostering a cohesive design language and consistent user flows across the entire product ecosystem.

Toku

Senior Product Designer

Feb. 2023 - Present

As a Senior Product Designer at a fintech, I spearheaded the development of design guidelines, introducing user research methodologies and testing processes. Pioneering a cohesive design system across diverse products and teams, I ensured long-term consistency. I played a key role in establishing the foundational elements essential for a scalable and enduring product design team. Additionally, I have been implementing effective work methodologies and communication channels with stakeholders, conducting extensive user tests, interviews, and metric analyses. My responsibilities extend to the successful development and implementation of various design projects, with ongoing impact assessments both qualitative and quantitative.