

UX-UI · Design Systems Designer · Vibe Coding

Luis Romero

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UX/UI Designer with more than 6 years of experience, applying a strategic approach to the comprehensive development of digital products.

My career spans various sectors and complex projects, mainly in banking, as well as experience in logistics and retail products, designing solutions that balance user experience and needs with business goals.

I have a background in Advertising Art Direction and more than 12 years of experience in the agency and creative studio ecosystem.

Most Recent Projects

Amaris Consulting · **User Experience Consultant** · oct. 2023 – oct. 2026

Internal Projects · jul. 2026 – oct. 2026

Prototyping and project defense. Prototype design and participation in project defenses and bids, for banking projects and the consultancy's internal platforms.

Consulting and audits. UX/UI, accessibility, and design system consulting and audits for prospective clients.

Openbank Client (Santander Ecosystem) · oct. 2023 – jul. 2026

Nearly 3 years dedicated to the banking product design system in the Santander ecosystem: Zinia / Cobranded Cards, Kubit (Openbank's global design system), and the rebranding of Zinia to OpenbankPay. Component and library management, documentation, audits, and continuous work with development.

OpenbankPay (Revamp Zinia) · **Design System** · **UI Designer** · jan. 2026 – jul. 2026

Rebranding and technical library migration. Participation in the adaptation and restructuring of the design system libraries for the new OpenbankPay brand, ensuring zero token and style dependencies between legacy components, previously audited and migrated from other libraries, eliminating technical debt and optimizing their operation in development.

Flow audit and optimization. Planning and execution of UX/UI audits on existing flows to identify friction points, ensure consistency with the new brand identity, and optimize the user experience.

Interface design (UI). Conceptualization and creation of new product flows and digital interfaces, balancing delivery speed with pixel-perfect execution and efficient use of the component library.

Kubit (Kubit (Openbank's Global Design System) · **Design Systems** · jul. 2025 – ene. 2026

Library management and documentation. Maintenance of libraries and documentation so that components and their documentation remain consistent. Screen analysis to verify the behavior of components and their correct use in the product.

Component lifecycle. Change request management, bug resolution, and adding and deprecating components requested by UX-UI. Elimination of dependencies between releases and control of version publishing.

Documentation, accessibility, and development. Owner of the toolbox libraries for documenting product and program components. Support for the accessibility documentation requested by A11Y. Storybook review to ensure correct implementation by development, and resolution of UI questions.

Zinia / Cobranded Cards (SCF) · **Design System** · oct. 2023 – jun. 2025

Components and documentation. Creation and updating of components for the Zinia / Cobranded Credit Cards programs, maintaining the hierarchical order of the elements that make up a DSL (Design System Language). Documentation of structure, architecture, anatomy, behaviors, and use cases to facilitate implementation by development and ensure understanding by all stakeholders. Traceability of each component through its history in Jira.

Screen analysis. Detection of new components or behaviors to ensure consistency and usability. Pixel-perfect, modular, and scalable components for RWD and APP.

Refinement with development. Support in QA environments and test validation, ensuring technical alignment beyond the UX-UI department.

Objectives achieved. Audits of 200+ accessible components, analysis and cross-referencing of their equivalents across different product design systems and programs. Identification of specific components unique to each program, considering technical feasibility in development to facilitate their implementation and with accessibility as a priority in view of the 2025 regulations for digital products.

Other Recent Projects

Preauth · UX Visual Designer · dic. 2021 – sep. 2023

preauth.io · Fintech

Responsibilities. Understand product needs for continuous improvement, implement new features, and design with accessibility and feasibility in mind. Ensure the quality of the user experience. Participation in all stages, from research and prototyping to design.

Achievements. Harmonization of Preauth's products (Landing, Widget, Payment Link, and Dashboard) and creation of a design system that makes it easier to build component-based interfaces, increasing product usability.

Stefanini Latam · UX Consultant · ago. 2021 – dic. 2021

Blue Express (blue.cl) · Logistics and shipping

Responsibilities. Design, architecture, and sprint planning of the components of the “Morpho” Design System, which covers Blue Express products.

Achievements. Implementation of atomic design as the basis for creating, planning, and auditing components, pixel-perfect and with accessibility and feasibility, increasing the usability of Blue Express products.

OQO · UX-UI / Visual Designer · oct. 2019 – ago. 2021

Clients: Turbus.cl, Cóndor.cl, Pasajes.cl, Desco Motos, Royal Enfield, Petricio

Responsibilities. Web brand guardian. Creative and feasible solutions for stakeholders' needs in their business models. Definition of user journeys, wireframes, interaction flows, and prototypes.

Achievements. Turbus, Cóndor, and Pasajes payment links for purchasing tickets without logging in, increasing usability and conversion in ticket sales since implementation.



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Skills & Expertise

UX Product Design

Banking · Wireframing (Lo-Fi/Hi-Fi) · UX Flows · Behavior Design · Screen Analysis

UI & Design Systems

UI Engineering · Atomic Design · Component Libraries · Anatomy · Taxonomy · Design Tokens · Pixel-Perfect · Dashboards & CRMs · Figma Variables · Multi-brand

Accessibility & Standards

Accessibility · Analysis (WCAG) · Responsive · Material Design · Human Interface Guidelines

Design & Documentation

Figma · DS Documentation · Technical Project Documentation · Design Ops · Layouts · Accessibility Documentation

Front-End Development

HTML5 · CSS3 · Tailwind · Frontend Frameworks · Terminal · GitHub · Vercel

Collaboration & AI Tools

Jira · Confluence · Claude

Recent Certifications

2026 · weAAAre

UI Accessibility Fundamentals. Legible typography, accessible color palettes, and inclusive design for links and buttons.

Development and Standards. Use of semantic HTML for designers, introduction to ARIA, and in-depth optimization for screen readers (VoiceOver/TalkBack).

Management and Audits. Integration of accessibility handoff, definition of digital KPIs, and complete web and mobile audits.

2026 · Udemy

Artificial Intelligence (AI) · The ABCs of Key Fundamentals

Complete Claude AI Course · Cowork, Design, Projects, Excel

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