Kike Peña

Building high-performance design teams that deliver measurable impact across digital ecosystems.

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Professional Summary

Senior Product Design Manager with over **18 years of experience** leading high-performance design teams to deliver user-centeric, business-driven digital solutions in **entertainment, advertising, news, e-commerce, ed-tech, and HR-tech industries across Latin America and the US.** Proven ability to build, mentor, and inspire cross-functional teams, driving innovation and excellence in product design.

Expert in digital product development, strategic planning, and UX/UI with a strong track record of optimizing processes, enhancing user experience, and aligning design strategies with company growth objectives. Believer in building inclusive, user-driven design cultures where creativity and data work together. Seeking to lead global design initiatives at a tech-forward company focusing on innovation and user experience excellence.

Professional Experience

Sr. Product Design Manager

UBITS (LATAM HR-Tech) | Bogotá, Colombia | Jan 2022 - Present

In charge of building the Design Vision for the UX team to create solutions that increase B2B product adoption in Latin America.

Key Responsibilities:
- Leading a 10-person design team, shaping UX, research, and validation for B2B web and app products across industries in Latin America. Focused on product workflows, innovation, and hands-on solutions.
- Executing the user experience vision for all products in the ecosystem, meeting high market standards, and ensuring proper alignment with the company's objectives and goals.
- Collaborating with teams and multidisciplinary areas to generate user insights and achievable, attractive design outcomes through recurring touchpoints, continuous product and market discovery, and multiple AI tools.
- Consolidating a high-performance design team, strategic foundations, and ongoing, effective communication with users and stakeholders, including a monitoring plan for team members.
- Serving as an ambassador and encouraging the use of AI-driven design tools (Lovable, Framer, Relume) in daily work dynamics to optimize results and build more effective and attractive products.

Key Achievements:
- Built the entire research area from scratch, comprising 15 people within the company, increasing product effectiveness by **75%** since its founding.
- Launched digital products with a brand new design system, expanding our ecosystem for large businesses in Latin America. Achieved **ARR growth of over 25%**.

- Developed and established key UX metrics: User Error Rate (UER), Task Success Rate (TSR), User Retention Rate (URR), System Usability Scale (SUS), time To task Completion (TTC,) Csat, Net Promoter Score (NPS) to ensure the team's productivity and efficiency.

UX Design Project Lead

Mercado Libre (LATAM e-commerce) | Bogotá, Colombia | Dec 2020 - Jan 2022

Managed and developed a multidisciplinary design team focused on creating e-commerce experiences and logistics solutions for external companies across Latin America.

Key Responsibilities:
- Implemented new design methodologies and strategies to improve outdated legal and logistics processes for external companies with their own e-commerce sales window.
- Created and conducted multiple sessions with regional internal and external users to develop innovative logistics experience solutions aligned with the team and the area's goals.
- Promoted interdisciplinary collaboration among teams to achieve high-quality technical experience solutions that impact users.
- Developed a growth and monitoring plan for team members to increase their development and performance to meet the company's expectations.
- Designed UX artifacts for logistics innovation to optimize sales processes and increase user conversion rates.

Key Achievements:
- Built a highly adopted work methodology for projects in the first-party business unit, increasing product information effectiveness by 100% among stakeholders and teammates.
- Created and implemented the Design Hub Initiative to centralize project and process info, improving team alignment and becoming a widely adopted best practice across design teams.
- Coached a team recognized as a benchmark for best practices and innovative methodologies by executing high-impact projects within the company.

Product Design Manager

Warner Discovery (Worldwide media company) | Bogotá, Colombia | Dec 2018 - Nov 2020

Led the regional (Latin America + US Hispanics) design operation focused on creation, adoption, and measurement of all web and app products of the Discovery network portfolio.

Key Responsibilities:
- Led, mentored, and inspired a multidisciplinary team of 15 designers, fostering a collaborative approach to create innovative products to meet all Discovery's audiences.
- Served as a point of contact for design queries and meetings, ensuring clear communication with the executive team, publishing partners, and marketing teams.
- Owned Design documentation, ensuring the vision and quality bar are consistently met across all aspects of the Discovery products.
- Led the entire vision and execution of the digital experience for multiplatform content showcases and multimedia coverage (ads, web, apps, games).

Key Achievements:
- Built the user experience teams from the ground up in Mexico, Argentina, Brazil, Miami, and Jordan.
- Designed and led the Antarctica content coverage, increasing audience growth by 50%, raising attention for global care and social awareness.

- Led the execution, design, and coverage of relevant multimedia specials worldwide, including those related to the COVID-19 pandemic and several collaborations with the BBC.

Product Design Lead

Televisa Univision (US media company) | Bogotá, Colombia | Dec 2015 - Nov 2018

Revamped Univision's digital presence — from websites to apps — and transformed real-time news delivery, driving engagement and redefining user interaction at critical moments.

Key Achievements:
- Designed the Liveblog coverage model to streamline real-time information sharing and boost audience reach — a solution still in use today.
- Second place in the Progressive Web Applications (PWA) Hackathon with the horoscope product. – New York, USA.
- Design team member of the multimedia memorable "Vacations in No Man's Waters," – King of Spain Journalism Award winner.

Chief Creative Director - CHEIL (global advertising company) | Bogotá, Colombia | Jan 2015 - Jun 2015

Head of Digital - Proximity Colombia (global advertising company) | Bogotá, Colombia | Dec 2013 - Dec 2014

Senior Product Designer - Eltiempo Casa Editorial (Colombian media company) | Bogotá, Colombia | May 2009 - Dec 2013

Education & Professional Development

University of Bogotá Jorge Tadeo Lozano - Graphic Design Bachelor Degree I Bogotá, Colombia | 2003 - 2007

Stanford University Certification - Foundations of a Winning Product (Continuing Studies) Remote | 2022

Volunteer

UX Author | UX Collective | Remote |Agu 2020 - Present

UX Author | LogRocket | Remote |May 2024 - Present

UX Mentor | Amela (Women entrepreneur community) | Remote | April 2025 - Present

UX Mentor | ADPList (Global community) | Remote |Jun 2021 - Present

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Skills

- Technical: Adobe Creative Suite, Jira, Miro, Figma, Monday, ClickUp, Notion, Confluence, ChatGPT, Gemini
- Core Competencies: Strategic planning, problem-solving, UX research, change management, emotional sensitivity, team leadership, and high-performance team leadership