

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-centered, 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.

I am an 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. I believe 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

Summary:

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.
- Execute 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.
- Collaborate 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.
- Consolidate a high-performance design team, strategic foundations, and ongoing, effective communication with users and stakeholders, including a monitoring plan for team members.
- Be an ambassador and encourage 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 - Nov 2022

Summary:

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 internal and external users in the region to develop innovative logistic 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 in the company that meets the company's expectations.
- Designed UX artifacts for logistics innovation to optimize sales processes and increase user conversion rates.

Key achievements:

- Built an entirely highly adopted work methodology for projects (**DEP**) 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.
- Recognized Design team as a benchmark for **best practices and innovative methodologies** in the execution of high-impact projects within the company.

Product Design Manager

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

Summary:

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.
- Optimized the cycle of prototyping, iteration, and polish, ensuring Design decisions are data-driven and user-focused.
- Led the entire vision and execution of the digital experience for multiplatform content showcases and multimedia coverage (ads, web, apps, games).

Key achievements:

- Created the new user experience team for **Latin America** and **US Hispanic** operations based in **Mexico, Argentina, Brazil, Miami, and Jordan**.
- Designed and led the impactful **Antarctica content coverage** with a significant audience growth around 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

Summary:

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 Responsibilities:

- Led the end-to-end redesign of web platforms, mobile applications, and real-time news systems, ensuring cohesive, user-centered experiences across all Univision digital touchpoints.
- Developed and implemented UX strategies that enhanced usability, accessibility, and engagement, aligning product experiences with the needs of diverse audience segments.
- Worked closely with editorial, development, and product teams to integrate real-time news workflows and multimedia content into modernized, high-performance digital environments.
- Designed and optimized solutions for real-time news coverage, creating scalable, dynamic interfaces that supported breaking news events and live reporting with speed and reliability.

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 (Worldwide advertising company) | Bogotá, Colombia | Jan 2015 - Jun 2015

Summary:

Led the creative strategy and execution at CHEIL Colombia, delivering innovative digital, retail, and brand experiences. Drove high-impact campaigns aligned with Samsung's business goals, enhancing brand visibility and consumer engagement.

Head of Digital

Proximity Colombia (Worldwide advertising company) | Bogotá, Colombia | Dec 2013 - Dec 2014

Summary:

Spearheaded growth in online engagement by aligning creative, technology, and data-driven marketing solutions.

Senior Product Designer

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

Summary:

Designed and developed user-centric digital products for El Tiempo's web platforms, enhancing news delivery and reader engagement.

Key achievements:

- Played a key role in the multimedia coverage "Nevados de Colombia," – **Simon Bolivar Journalism Award winner**, and several other award nominees.

Professional development:

- **Stanford University certification** - Foundations of a Winning Product (Continuing Studies) Remote | 2022
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Volunteer Jobs:

UX Mentor

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

- Mentoring entrepreneurial women worldwide in UX design, empowering them to build user-centered digital products and scale their businesses.

UX Mentor

ADPList (Worldwide community) | Remote | Jun 2021 - Present

- Recognized among the top 1% of mentors globally for design expertise in October 2023.
- Guiding professionals across global markets, fostering innovative UX design solutions.

UX Blogger

Medium / UX Collective (Worldwide UX community) | Agu 2020 - Present

Write and publish thought leadership content on UX strategy, product design, and innovation for global design communities and tech organizations.

UX Blogger

LogRocket (Global tech company) | May 2024 - Present

Translate complex design principles into actionable insights, empowering professionals to elevate user experience across digital ecosystems.

Education:

- **University of Bogotá Jorge Tadeo Lozano** - Graphic Design Bachelor Degree | Bogotá, Colombia
 - 2003 - 2007
 - **Diocesano San José High School** - Academic Graduated | Santa Marta, Colombia | 1992 - 2000
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Skills:

- **Technical Skills:** Google Suite, Adobe Creative Suite, Jira, Miro, Figma, Monday, ClickUp, Notion, Confluence, and AI tools.
- **Core Competencies:** Strategic planning, problem-solving, UX research, change management, emotional sensitivity, team leadership, and high-performance team leadership.
- **Languages:** Spanish (Native), English (Advanced)