

Edgardo Enrique (Kike) Peña Mattos

wallace1610@gmail.com · +57 3212055953 · Bogotá, Colombia

[LinkedIn profile](#)

Executive with 19 years of experience leading high-performing design and product teams and digital transformations in multinational corporations and scale-ups in Latin America and the US. Expert in product strategy, AI adoption, UX/UI, and Design Systems. I have built and scaled design, research, and product teams from the ground up, modeled AI frameworks, and led regional operations, driving direct impact on ARR, retention, adoption, and TTM. Recognized mentor, speaker, and author in global UX communities. I transform business challenges into scalable digital solutions that accelerate time-to-market, enhance user experience, and maximize growth.

Areas of expertise: Chief Product & Design Leader · Product Strategy · Design Leadership · AI applied to product · UX Research & Metrics · Design Systems · B2B SaaS Growth · Regional Operations · Systems Thinking · Stakeholder Management · Team Building · Innovation and Frameworks · AI Project Management · Vibe Coding

Professional Experience

GSE

Digital Identity and Cybersecurity Company

Chief Design Director · Bogotá, Colombia | March 2026 – Present

Responsible for leading, enhancing, and developing product adoption strategies through a user experience lens. Oversaw the formation, consolidation, and growth of the product design and marketing departments.

- Created, designed, and drove collaborative workflows with the company's strategic leadership (directors, VPs, and the Board) to improve decision-making regarding key products, resulting in 30% greater alignment with the products' "North Star" vision.
- Developed new AI-based services and platforms for the company, notably commercial demos, an internal product hub, and the automation of end-user product manuals—reducing the creation time for each manual by 50%–60%.
- Led innovation initiatives that boosted product adoption by 40% across new markets and audiences.
- Built the design team's career development plan from the ground up, including the creation of a recurring performance metrics system.
- Created and drove the adoption of new AI-integrated workflows for cross-functional teams (design, marketing, and growth), serving as the company's ambassador for AI adoption and development.

UBITS

HR-Tech LATAM Company

Sr. Product Design Manager · Bogotá, Colombia | Jan 2022 - Jan 2026

Responsible for building the design vision of the UX team and implementing AI to create effective and measurable solutions that increase the adoption of B2B products in Latin America.

- I built the experience research and design area from the ground up, a team of 15 people within the company, which increased product effectiveness by 75% since its inception.
- I designed an AI-powered product acceleration framework that reduced design and engineering time for new products by 80%.
- I led the launch of digital products with a completely new design system, expanding our ecosystem to include large companies in Latin America. We achieved annual recurring revenue (ARR) growth of over 25%.
- I co-created, along with the UX team, the Product Playground concept, an AI tool that enables faster and more efficient real-world product iterations, reducing time to market (TTM) by 70%.

- I developed and established key UX metrics: user error rate (UER), task success rate (TSR), user retention rate (URR), system usability scale (SUS), and task completion time (TTC) to ensure productivity, team, and product efficiency.

Mercado Libre

E-commerce LATAM

UX Design Project Lead · Bogotá, Colombia | Dec 2020 - Jan 2022

Direction and development of multidisciplinary design teams focused on the creation of e-commerce experiences and logistics solutions for external companies in Latin America.

- I developed a widely adopted project methodology for the first-party business unit, increasing the effectiveness of product information sharing among stakeholders and team members by 100%.
- I created and implemented the Design Hub Initiative to centralize project and process information, improve team alignment, and establish it as a widely adopted best practice across design teams, increasing team documentation effectiveness by 80%.
- I trained a team recognized as a benchmark in best practices and innovative methodologies through the execution of high-impact projects within the company.
- I created and led multiple sessions with regional internal and external users to develop innovative logistics experience solutions aligned with the team and departmental objectives, reducing the user experience error rate to 10%.

Discovery Communications

Global media company

Product Design Manager · Bogotá, Colombia | Dec 2018 - Nov 2020

Management of the regional design operation (Latin America and US Hispanics), focused on the creation, adoption, and measurement of web products and applications in the Discovery network portfolio.

- I built user experience teams from the ground up in Mexico, Argentina, Brazil, Miami, and Jordan.
- I led the execution, design, and coverage of globally relevant multimedia specials, including those related to the COVID-19 pandemic, as well as several collaborations with the BBC.
- I spearheaded the overall vision and execution of the digital experience for multiplatform content showcases and multimedia coverage (ads, web, apps, games).
- I designed and led global coverage of Antarctica, which increased TV viewership by 50% and generated trending social media conversations during its broadcast year.

Univision

American media company

Product Design Lead · Bogotá, Colombia | Dec 2015 - Nov 2018

Revamped Univision's digital presence across websites and apps. The real-time news experience is being transformed, and user interaction is being redefined.

- I led and shaped the design vision for the media network's news, sports, and entertainment portals, ensuring their presence on new platforms and devices in the region.
- I designed the Liveblog coverage model to streamline real-time information sharing by 90% and expand audience reach—a solution still in use today.
- Second place in the Progressive Web App (PWA) Hackathon with the Horoscope product – New York, USA.
- Member of the design team for the memorable multimedia project "Vacation in No Man's Waters," winner of the King of Spain Journalism Prize.

Additional Relevant Experience

- **CHEIL**, Chief Creative Director, Bogotá, Colombia | Jan 2015 - Jun 2015
- **Proximity Colombia**, Head of Digital, Bogotá, Colombia | Dec 2013 - Dec 2014
- **El Tiempo Casa Editorial**, Senior Product Designer, Bogotá, Colombia | May 2009 - Dec 2013

Education and Training

- **Jorge Tadeo Lozano University of Bogotá** - Professional in Graphic Design I Bogotá, Colombia | 2003 - 2007
- **Stanford University** course - Foundations of a Winning Product Strategy (Continuing Studies) Remote | 2022

Training, Workshops, & Certifications

- Intelligent Project Management with AI and ChatGPT
- Introduction to Large Language Models
- Foundations of a Winning Product Strategy