

JORGE ROJAS

cl.linkedin.com/in/jrojasg
behance.net/janroge

Phone: (569) 9743 3029
Email: jorge.rojas.guerrero@gmail.com

PROFILE

Multidisciplinary **UX/Product Designer** with a background in industrial design and over 10 years of experience in visual communication, digital strategy, and user-centered product development. Skilled in bridging technical and commercial teams, translating insights into usable, scalable solutions. Experienced in designing SaaS platforms, B2B tools, and content-rich websites.

WORK EXPERIENCE

UX/UI Designer & Digital Consultant · Freelance

2017–Present

- Led UX/UI for the LATAM construction division site and corporate web prototype.
- Defined product architecture based on user logic and sales team insight.
- Designed and implemented websites with WordPress and Elementor.
- Built MVP for TOSK, a SaaS platform to manage technical field work, including research, UX, UI and low-code development.
- Created wireframes, interactive prototypes, and visuals with Figma, Miro, and AI tools.
- Delivered design systems, documentation, and tested flows with real users.

Marketing Analyst and Project Coordinator · MASISA

2015 – 2017

- Coordination and advice on the implementation of marketing and communications strategies with commercial teams in Chile, Peru, Ecuador, and Colombia.
- Development and modernization of the digital platform 'Furniture Maker's Guide', significantly increasing interaction and registrations.
- Leadership in the development and management of product portfolios, implementing advertising campaigns that increased visits and engagement on masisa.com.
- Process optimization and technical advice that improved the customer experience and operational efficiency.

SELECTED PROJECTS

- **TOSK (2024–25):** UX-led SaaS platform for managing technical jobs.
- **Mathiesen (2020–24):** Regional B2B website redesign and UX prototype.
- **Masisa (2015–17):** Research and platform redesign for service quality and engagement.
- **Eleva, Acceda, Femoglas:** Web, content and design strategy for industrial brands.

EDUCATION

- **Industrial Designer**, University of Chile
- **Career Product Designer (PM Course, UX/UI Design, Prototyping with Figma, UI Design)**, Coderhouse
- **Unity XR Course for AR and VR**, Nucleoesuela.cl
- **Marketing Metrics Course & Diploma in Retail Management**, Faculty of Economics, University of Chile
- **Front-End Application Development Specialization**, Adalid/CORFO

TECH & SKILLS

- **UX/UI:** Figma, Miro, Notion, Adobe XD
- **Research & Strategy:** Personas, journeys, usability testing
- **Web & CMS:** WordPress, Elementor, Firebase, Replit
- **Analytics:** Google Analytics, Data Studio
- **AR/VR:** Unity (C++), Spark AR
- **Languages:** Spanish (native), English (advanced – C1)