

Dante Curín Valero

B2B SaaS Web UX Lead · CRO,
SEO & Experimentation

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Santiago, Chile

Profile

Product & UX designer with end-to-end experience leading B2B SaaS redesigns, optimizing conversions and critical flows. I have worked with global, cross-functional teams across Latin America focused on improving conversions and sales.

Languages

Spanish: Native

English: ESOL B2 (Advanced)

Skills

UX Research · Prototyping (Figma) · Design Systems · CRO & A/B Testing · Basic UX Writing

Technical Skills

Design:

Figma, Adobe XD · Webflow · Sitefinity CMS · Adobe CC (Ps, Ai, Id, Ae, Pr) · Canva · Miro · Capcut

Coding:

CSS, HTML, JavaScript, SQL (basic), Vue 3 (basic) ·

Analytics & CRM:

Spreadsheets · Google Analytics · Posthog · Intercom

Experience



Web UI/UX Lead, Toteat.

Sept. 2025 - Present

- Led the website UI/UX redesign, increasing organic-traffic leads by 31%.
- Managed web development and content teams for a global website.
- Performed data analysis in GA4, Search Console, and PostHog.
- Owned the annual roadmap for experiments and conversion optimization for the growth team.
- Implemented an effective SEO strategy with engineering and growth.



Global Designer, Toteat.

Feb 2024 - Sep 2025

- Visual strategy and digital content design for social media and co-branding partnerships.
- Branding and merchandising materials for trade shows and events.
- Instructional design and infographics for the sales team to improve product communication.
- Collaboration with marketing, sales, and product teams in Chile, Mexico, Colombia, Peru, Argentina, Costa Rica.



Production Design Associate & CRM, Uber.

Oct 2022 - Dec 2023

- Managed the workflow of 4 designers/animators to deliver large-scale campaigns and promotions for LATAM.
- Executed and scheduled campaigns through Intercom.
- Built reports and insights to improve conversion in key markets based on campaign performance.



Lead, Shoppers Design, Cornershop.

Oct 2020 - Mar 2022

- Collaborated with Shoppers Training and CRM on campaigns and UI tutorial illustrations.
- Designed materials for Shoppers across the Americas (merch, instructions, ads, signage, etc.).
- Designed/standardized in-store graphic assets for the app: banners, logos, promo campaigns, ads, POP materials.

Previous roles



Designer, Ximena Ureta Studio.

May 2020 - Oct 2020



Designer, Centro Cultural Matucana 100.

Jul 2019 - Sep 2019 - Internship

Portfolio

dantecurin.com

behance.net/DanteCurin

Education & Certifications

B.A. in Visual

Communication Design, 2019

UTEM, Santiago, Chile

SQL for Data Science, 2023

Coursera, University of California, Davis

Google UX Design

Professional Certificate, 2023

Coursera, Grow with Google

UX Research Workshop, 2018

UTEM

Design Thinking in

Education, 2016, Seminar

Side Projects

Chrome extension

QA Forms Autofiller. Automates test-form filling.

Internal Tool

Email Signature Generator for Toteat.