

Dante Curín Valero

Senior UI/ UX Designer ·
CRO · Product design

dante.curin.valero@gmail.com

+569 794 720 78

linkedin.com/in/dantecurinv/

Santiago, Chile

Profile

User experience and product designer with experience leading end-to-end redesigns in B2B SaaS, optimizing conversions and critical flows. I've worked with global teams (LatAm) and in multidisciplinary settings, improving conversions

Languages

Spanish - Native

English - Advanced (ESOL B2)

Design Skills

UX Research | Prototyping |
Design Systems | CRO & A/B
Testing | Basic UX Writing |
Branding | Performance design |
Digital design.

Technical Skills

- Claude, GPT
- Figma, Adobe XD
- Webflow
- Sitefinity CMS
- Adobe Creative Suite: Ps, Ai, Il, Id, Ae, Pr
- Programming: CSS, HTML, JS,
- SQL (basic), Vue3 (Basic)
- Excel/Spreadsheets
- Slack
- Intercom
- Canva
- Miro
- Capcut

Experience



Web UI/UX Lead, Toteat. Sept. 2024 to present.

- UI/UX ownership of web ecosystem, increasing organic traffic leads by 31%.
- Management of development and content teams for website across multiple markets.
- Data analysis in GA4, Search Console, and Posthog.
- Lead annual roadmap of iterations, experimentation, and conversion optimization for growth team.
- Implementation of effective SEO strategy alongside engineering and growth teams.



Global Designer, Toteat. February 2024 to September 2024.

- Lead content creation and information architecture for website, blog, and landing pages.
- Visual strategy and digital content design for social media and co-branding partnerships.
- Instructional design and infographics for sales team, facilitating visual communication of products and services.
- Collaborate with marketing, sales, and product teams in Chile, Mexico, Colombia, Peru, Argentina, Costa Rica.



Production Design Associate & CRM, Uber. October 2022 to December 2023.

- Led team of designers and animators, executing campaigns, promotions, and communications for LatAm markets.
- Managed campaign activations through CRM tools.
- Conversion optimization in marketing funnel for newsletter campaigns and push notifications.



Lead of Shoppers Design, Cornershop. October 2020 to March 2022.

- Collaborated with Shoppers Training and CRM to design campaigns and illustrations for UI tutorials.
- Designed materials based on corporate identity for Shoppers: Merch, manuals, Ads, Signage, etc.
- Designed store graphic materials for Cornershop app: Banners, logos, campaigns, promotions, Ads, POP materials, etc.

Previous roles:



Designer, Ximena Ureta Studio. May 2020 to October 2020.



Digital Designer, Centro Cultural Matucana 100. July 2019 to September 2019. Professional internship.

Portfolio

dantecurin.com

behance.net/DanteCurin

Education

2019

Design, Visual Communication
Santiago, Chile. Bachelor's Degree. Metropolitan Technological University, UTEM.

Certifications

SQL for Data Science, 2023.
Coursera,
University of California, Davis.

Google UX Design Professional Certificate, 2023.
Coursera, Grow with Google.

UX Research Workshop
UTEM, 2018.

Design Thinking in Education Seminar, 2016
UDD.

Personal Projects

Onion · getonion.app Project Management
Work tasks and administration for creative teams. 2026.

QA Forms Autofiller Chrome Extension
Automates QA of web forms with semi-randomized data. 2025.