

# Nicolás Vallejos

Senior Product Designer & Product Owner · Payments, Growth & Digital Platforms  
nikolas.vallejos@gmail.com · +56 9 9944 2702 · Santiago, Chile · [nicolasvallejos.cl](https://nicolasvallejos.cl)

Product designer and growth specialist with 6+ years driving measurable conversion, acquisition, and revenue impact in payments and SaaS. Track record of +60% CR improvements through experimentation, A/B testing and systems thinking. Experienced leading cross-functional discovery, roadmap definition and end-to-end execution across LATAM and global markets.

## EXPERIENCE

### Product Designer / Product Owner · [Xe — Dandelion Payments](#)

Mar 2024 – Jan 2026

- Increased qualified leads by +20% through optimized acquisition and onboarding flows across LATAM and global markets.
- Owned product discovery, prioritization and roadmap definition in collaboration with tech and business stakeholders.
- Built and shipped a scalable design system in Webflow, reducing site loading time by 70% and eliminating UI inconsistencies.
- Drove continuous A/B testing and experimentation cadence aligned with key growth and product KPIs.

### Product Manager / Product Designer · [SumUp — Growth & CRO](#)

Jan 2022 – Feb 2024

- Increased conversion rate by +60% across LATAM acquisition and onboarding flows.
- Generated 20,000+ qualified leads for the in-house sales team through optimized web funnels.
- Led data-driven A/B testing and experimentation strategy focused on the highest-impact growth KPIs.
- Defined and executed acquisition loop strategies to sustain conversion performance at scale.

### Design Manager · [Civic Global — Ecommerce & Growth](#)

Nov 2020 – Jan 2022

- Led UX/UI, CRO and ecommerce optimization across multiple digital touchpoints.
- Acted as design lead, overseeing execution quality, team workflows and visual standards.
- Collaborated with product, marketing and development teams to align design decisions with business goals.

## SKILLS & TOOLS

### Design & Product

Figma (Advanced)

Design Systems

UX Research

Product Discovery

Roadmap Definition

### Growth & Analytics

A/B Testing

CRO

Optimizely (Advanced)

Google Analytics (Advanced)

Funnel Optimization

### Web & Platforms

Webflow

HTML (Advanced)

CSS (Advanced)

Adobe Suite (Advanced)

Airtable

## EDUCATION & DEVELOPMENT

### Master in Innovation & Design

Universidad Adolfo Ibáñez · 2020–2021

### B.S. Design Engineering

Universidad Adolfo Ibáñez · 2016–2020

**Reforge:** Experimentation + Testing · Growth Leadership · Leading a Product Strategy

**Languages:** Spanish (Native) · English (Fluent)