

# Kike Peña

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## Introduction:

I'm a Sr. Product design manager with over 18 years of experience, I am a seasoned professional who has successfully led teams to deliver high-quality design solutions that meet business objectives. My deep understanding of digital product development and strategic mindset enables me to drive innovation and excellence.

## Work History:

### UBITS

-LATAM EdTech-

Bogotá, Colombia  
Jan 2022 - Present

#### Sr. Product Design Manager

Responsible for overseeing the entire product design process, from planning and user research to execution and quality assurance. Provide creative direction, facilitate cross-functional collaboration, and ensure the final product meets user needs and aligns with the company's objectives.

#### Achievements in this position:

- Construction, vision, and development of processes and holistic product strategy for Annual Recurring Revenue (ARR) expansion and growth.
- Creation and implementation of a new validation process with B2B clients to monitor product testing and developments.
- Complete redesign of the digital environment of products and solutions that meet high user expectations under the B2B model in LATAM to expand markets and company expansion.
- Construction, support, and development of high professional goals for my team, projecting an evolution in their professional careers.

### ADPList

-Worldwide UX mentor community-

Remote  
Jun 2021 - Present

#### UX mentor

Experienced professional with a deep understanding of user experience principles and practices across diverse cultural contexts. With a proven track record of successful UX design projects in various global markets.

#### Achievements in this position:

- October 2023, top 1% mentor recognition in design expertise globally.
- Top-rated mentor on the global list of design professionals.

### Mercado Libre

-LATAM E-Commerce-

Bogotá, Colombia  
Nov 2020 - Jan 2022

#### Product Design Lead

Responsible for developing and implementing a cohesive design strategy that aligns with the broader organizational objectives. In addition to managing and mentoring a team of designers, close collaboration with cross-functional teams ensures the integration of design principles into the product development cycle.

#### Achievements in this position:

- Development of a new vision and innovative work processes for UX teams in Colombia.
- Recruitment and conduct of user tests in Latin America with highly satisfactory results in resolving logistics and warehouse challenges in Brazil.
- Created and expanded innovative, high-quality company-level design initiatives that improved internal technology processes.

### Warner Bros / Discovery

-Worldwide Media company-

Bogotá, Colombia  
Dec 2018 - Nov 2020

#### Product Design Manager

Fostering a cohesive, culturally sensitive, and inclusive approach to product development. Providing strategic direction aligned with the unique requirements of these markets but also ensuring effective communication and collaboration among teams spread across diverse cultural contexts.

#### Achievements in this position:

- Product and experience development director for the Discovery Kids children's application covers all LATAM and US Hispanics.
- Director and head of user experience and product strategy development for Latin America and US Hispanics.
- Responsible for directing and guiding the construction of innovative digital products based on the channel's television brands and special interactive coverages on social and environmental issues.

### Televisa Univision

-US Media company-

Bogotá, Colombia  
Jun 2015 - Dec 2018

#### Product Design Lead

Drive the creative vision and direction for our product design initiatives. Work closely with a talented team of designers, nurturing their skills and encouraging a culture of innovation and excellence. Collaboration with various departments ensures our design efforts align with the strategic company's goals.

#### Achievements in this position:

- Development and design of a live news artifact (liveblog) for direct coverage of the 2016 US presidential elections.
- Second place in progressive web applications hackathon - New York, EEUU.
- I led the development and design of news specials for the Univision content network, covering public events and operating and maintaining digital products.

### Cheil

-Worldwide Advertising company-

Bogotá, Colombia  
Jan 2015 - Jun 2015

#### Chief Creative Director

Visionary leader at the helm of a company's creative direction, overseeing the development and execution of the organization's artistic and creative strategy. With a wealth of experience in various creative disciplines, such as design, advertising, and branding.

### Proximity

-LATAM Media company-

Bogotá, Colombia  
Dec 2013 - Dec 2014

#### Head of digital

Strategic leader responsible for overseeing the development and implementation of the organization's digital initiatives and online presence. With a deep understanding of digital technologies, marketing strategies, and consumer trends.

### EITiempo Casa Editorial

-Colombia media company-

Bogotá, Colombia  
May 2009 - Dec 2013

#### Senior web designer

Experienced professional who plays a pivotal role in developing and implementing engaging and visually appealing web solutions. With an in-depth understanding of web design principles, user experience (UX) best practices, and the latest industry trends.

## Education:

### Stanford University

Foundations of a winning product - Continuing Studies Program.

Remote | 2022

### University of Bogotá Jorge Tadeo Lozano

Professional in Graphic Design.

Bogotá, Colombia | 2003 -2007

### Diocesano San José High School

High school graduate.

Santa Marta, Colombia | 1992 -2000

## Skills & Interests:

**Skills:** Effective communication, Problem-solving, Decision-making, Active listening, Emotional sensibility, Technology mastery, Change management, True grit, Speedy execution excellence, Caring and demanding leadership.

**Languages:** Spanish (native) / English (advanced)

**Software:** Google suite, Adobe Creative Suite, Jira, Miró, Figma, Monday, Clickup, Notion, Confluence.

**Personal achievements:** GDA award winner | Especial report of Colombian snow | EItiempo Casa editorial. / National art exhibition "The Coca-Cola Happiness".

**Interests:** Photography, Writing, Gym workout, Movies, Traveling.