

# Gabriel Luna

## User Experience Lead

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## SUMMARY

Gabriel Luna is a Strategic User Experience Lead with over 13 years of experience driving UX strategy and vision, design leadership, and digital transformation for e-commerce across Latin America. He leads cross-functional teams to deliver data-driven, user-centered solutions that improve engagement, conversion, and business performance.

## SKILLS

Proficient in:

- UX Strategy
- Design Leadership
- Stakeholder Management
- Design Systems
- UX Maturity
- Mentorship
- User Research
- Journey Mapping
- Prototyping
- A/B Testing & Analytics
- Usability Testing
- UX Artifacts
- Figma
- Sketch
- Agile & Scrum
- Invision
- Adobe Creative Cloud
- Jira
- HTML
- CSS
- JavaScript

## EXPERIENCE

### UX Consultant | Freelance – Startups & SMEs | Argentina | Aug. 2024 - Present

- Provide UX consulting for startups and small businesses, aligning design strategy with product and business goals.
- Lead discovery, journey mapping, and prototyping for MVPs and iterative launches.
- Conduct usability audits, define design systems, and support A/B testing initiatives.
- Mentor internal design and product teams to foster UX maturity and agile collaboration.

### UX Lead | Linio | México, Chile, Colombia, Perú | Jul. 2021 - Jul. 2024

- Led a team of UX designers in defining product roadmaps and designing digital strategies for e-commerce platforms.
- Collaborated closely with Product, Technology, and Business teams to ensure consistency and quality across all digital product deliveries.
- Increased user engagement rates by 40% through user experience analysis and transforming insights into actionable improvement initiatives.
- Implemented agile methodologies to streamline the digital product development process.
- Fostered a culture of experimentation and A/B testing to optimize user journeys.

### Design & Development Team Leader | Falabella | Argentina | Sep. 2017 - Jun. 2021

- Managed a team of designers and developers to create world-class user interfaces (UI) for Falabella's e-commerce platform.
- Partnered closely with Marketing, Sales, and Operations teams to ensure user-centered design principles were integrated throughout the development lifecycle.
- Utilized A/B testing and data analysis to continuously iterate on designs and improve user satisfaction.

- Contributed to the development of Falabella's mobile app, strengthening the brand's online presence across multiple regions (Chile, Peru, Colombia, Argentina).
- Provided design consulting support to other Falabella group businesses including Sodimac, CMR, Falabella Viajes, and Falabella Exporta.

#### **Senior Web Designer | Falabella | Argentina | Jul. 2012 - Aug. 2017**

- Designed and developed engaging UI elements for marketing campaigns, landing pages, minisites, and social media advertisements.
- Successfully collaborated with strategic partners to deliver web projects for renowned brands like Nespresso, Philips, LG, and Motorola.
- Contributed to the SEO strategy by creating optimized content that improved search visibility.

#### **Web Designer | Iconosur | Argentina | Jan. 2011 - Dec. 2011**

- Developed user-friendly UI solutions for various digital platforms, including Empleos Clarin, Inmuebles Clarin, Argenprop, and DeAutos.
- Designed effective email communication interfaces for both transactional and marketing purposes.

### **EDUCATION**

**University of Buenos Aires (UBA / FADU) | Argentina | Jan. 2004 - Dec. 2010**

Bachelor's Degree in Graphic Design

### **CERTIFICATIONS**

- Enterprise Design Thinking Co-Creator | IBM | 2025
- Enterprise Design Thinking - Team Essentials for AI | IBM | 2025
- AI in UX/UI Design | Uxcel | 2024
- Design Mentorship Mastery | Uxcel | 2024
- Service Design | Uxcel | 2024
- Design Accessibility | Uxcel | 2023

### **LANGUAGES**

- Spanish (Native speaker)
- English (Advanced)