



Aldo Huapaya

Senior Product Designer

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Lima, Peru

Languages

English - Conversational

Spanish - Native

Tools

Figma Claude Code

Cursor n8n

Maze Google Analytics

Heap PostHog

Tableau

Educación

Google AI Specialization
Google on Coursera
2026

Data-Driven Design: Quantitative Research for UX
Interaction Design Foundation
2023

Design for the 21st Century with Don Norman
Interaction Design Foundation
2022

Analytics and User Experience
Nielsen Norman Group
2021

Storytelling for Influence
IDEO
2020

Graphic Design
Pontificia Universidad Católica del Perú
2011-2016

10 years designing eCommerce, marketplaces and sales tools in Latam and the US. From research to code: I decide with evidence and deliver it working.

Experience

Taxfyle Senior Product Designer · Nov 2024 - Jun 2026

From Figma to code

- Design system in Figma and in code, connected through Code Connect and Figma MCP
- Design to working frontend in 30-60 min per landing. taxfyle.com was redesigned this way

Web redesign for Tax Season 2025

- Redesigned the landing pages with a focus on conversion
- Set up Heap tagging on the screens I redesigned to measure their impact

AI Document Organizer

- Designed the document collection flow with AI extraction
- Turned US tax terminology into a self service flow

Belcorp Senior Product Designer · Feb 2021 - Nov 2024

Interactive Digital Catalog

- Coordinated research across 9 countries, validated with 600 surveys: agreed on the support of one analyst per market and wrote the field guide
- Decision: no ecommerce. The consultant stays the gateway for every order
- +9% sessions and +2% pre-orders over the baseline

WhatsApp Shopping Chat

- Diagnosed an already live pilot together with the PO, through focus groups and field work
- Redesigned the flow: approved orders from 12% to 23.3% of conversations

Sales Leaders Management App

- From visual refresh to prioritized redesign: 7 interviews and field work with 18 sales leaders
- Had one UI designer reporting to me: backlog, research handover and support in his presentations

UX Designer · Jul 2018 - Feb 2021

Public eCommerce redesign

- Redesign of ésika, L'BEL and Cyzone, split into workstreams with one designer and one development team each
- Organized the work of the designers across workstreams and aligned the vision with stakeholders

Graphic Designer · Aug 2017 - Jun 2018

Krowdy Graphic Designer · Oct 2016 - Aug 2017

Skills

Product Discovery UX Research Field studies Design leadership Metrics definition

Design to code Design Systems eCommerce Multi-market products