

Roy Villasana

Senior Product Designer — B2B SaaS · Onboarding · Systems & AI-Driven UX

Madrid, Spain | Remote-ready

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Professional Summary

Senior Product Designer with 16+ years of experience designing digital products, with a strong focus on B2B SaaS, complex onboarding flows, and end-to-end product experiences. Currently leading Client Self-Onboarding initiatives for a U.S.-based payroll, HR, and benefits platform, partnering closely with Product, Engineering, and Research to reduce friction, improve activation, and scale UX patterns. Brings advanced knowledge of web coding and a strong conceptual understanding of Artificial Intelligence, including the design of AI-assisted systems, intelligent workflows, and decision-support experiences.

Professional Experience

Senior Product Designer — ITX Corp (Dec 2022 – Present | 100% Remote)

- Lead Client Self-Onboarding for a complex multi-entity B2B SaaS platform.
- Redesign onboarding flows to reduce friction and improve activation.
- Partner with Product Managers on problem definition, hypotheses, and success metrics.
- Translate business and technical requirements into scalable UX patterns.
- Collaborate with Engineering in a fully remote environment.

Lead UX Designer — Transbank (Dec 2021 – Dec 2022)

- Led UX standardization across multiple POS devices.
- Defined interaction patterns and usability guidelines across hardware constraints.

Senior UX Designer — Birchman Chile (Jun 2019 – Nov 2021)

- Designed and optimized enterprise web customer journeys.
- Improved design-to-development handoff through strong technical understanding.
- Conducted usability and responsiveness testing.

Education

Service Design — Universidad del Desarrollo, Chile (2022)

Visual Communicator / Graphic Designer — Instituto de Diseño Darías, Venezuela (2003–2006)

Skills

Product Design & UX Strategy · B2B SaaS · Onboarding & Activation · Design Systems · AI-assisted UX · Systems Thinking · HTML · CSS · JavaScript · Frontend Frameworks (React, Angular)

Languages

Spanish: Native · English: Professional working proficiency (B2)