Gabriel Luna

User Experience Lead

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Summary

Highly motivated and results-oriented UX Lead with 10+ years of experience specializing in e-commerce web and application design. Proven track record of leading cross-functional teams to create user-centric interfaces that enhance customer experiences and drive business growth. Skilled in user research, agile methodologies, A/B testing, and design thinking.

Experience

UX Consultant | Freelance - Startups & SMEs (Remote) | 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 (Mexico, Chile, Colombia, Peru) | 2021 - 2024

- Led a team of UX designers in defining product roadmaps and designing digital strategies for e-commerce platforms.
- Increased user engagement rates by 40% through user experience analysis and 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) | 2017 - 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) | 2012 - 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.

Web Designer | Iconosur (Argentina) | 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 Degree in Graphic Design | UBA FADU, Argentina (2010)

Professional Development

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

Languages

• English (Fluent - Spoken & Written)

Soft skills

- User Empathy
- Problem Solving
- Communication
- Collaboration
- Leadership
- Time Management
- Creativity

Hard skills

- User Research Methods
- UX Flows
- Wireframing
- Prototyping

- A/B Testing
- Adobe Analytics
- Adobe Creative
 Cloud
- Sketch

- Figma
- HTML
- CSS
- Javascript

Portfolio

https://gabioluna.com/