

# LUIS EDUARDO CHACÓN MANZO

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## PRODUCT DESIGNER

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Product Designer with 3+ years of experience leading end-to-end product design across SaaS, marketplaces, and EdTech. Background in Software Engineering, enabling close collaboration with development teams and rigorous design QA. Experienced in owning complete product flows, from discovery to development-ready specs, with a focus on reducing friction and improving clarity. Leverage AI tools to accelerate ideation and prototyping.

## EDUCATION

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### Bachelor's Degree in Software Engineering

2021 – 2025

University of Colima

## CORE SKILLS

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**Design:** UX Research, User Flows, Wireframing, Prototyping (Figma)

**Product:** Discovery, Metrics, CRO, Usability Testing

**UI:** Design Systems, Dashboards & Admin Panels, Web & Mobile

**Core:** B2B/B2E, SaaS, Marketplaces, Design QA

## EXPERIENCE

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### PSL Scout

Apr 2026 – Present

*Product Designer*

- Led end-to-end design of seller and buyer dashboards for an NFL PSL marketplace with no prior sales infrastructure, taking the product to active transactions.
- Designed transactional user journeys that reduced friction, contributing to 10+ completed transactions since launch.

### Enova

Oct 2024 – Apr 2026

*UI Lead*

- Led the migration of 50+ pages to Webflow, improving UI consistency and information architecture.
- Conducted product discovery for new digital initiatives and implemented CRO experiments focused on lead generation.
- Ensured implementation quality through design QA, collaborating closely with marketing and development teams.

### Geest

Jan 2024 – Oct 2024

*Product Designer*

- Contributed to product discovery by defining hypotheses, user flows, and success metrics.
- Designed chat, inventory, and calendar features across web and mobile.

### University of Colima

Feb 2023 – Oct 2024

*UI/UX Lead*

- Designed a B2C e-commerce platform for virtual museum tours, including an integrated payment gateway, from research through launch.