

Hernany Acosta Acosta

Service | Product Designer UX/UI | Design System | Regulated Digital Products | Frontend Developer

Peru, Lima 15088

Av. Brígida Silva de Ochoa 165, Dto San Miguel

+51 900 915 602 / +58 414 6994531

hernanyacosta@gmail.com

linkedin.com/in/hernanyacosta/

hernanyacosta.com / devmentech.com

SUMMARY

Service & Product Designer with experience in the **Design of digital transactional services in regulated environments and environments of high operational complexity.**

I have worked in ecosystems where user experience depends on **critical validations, strict business rules, third-party integrations, and regulatory compliance.** I focus on designing interactions with **functional architecture, system governance, and alignment between technical and operational areas.**

Experience in **definition of end-to-end journeys**, Design of transactional flows and coordination with product, technology, and control teams. **work from a perspectivesystemic**, understanding both the visible experience and the infrastructure that supports it.

SKILLS

Product & UX

- Product Design
- UX/UI Design
- UX Strategy & Discovery
- Information Architecture
- User Flows & Interaction Design
- Design Systems & Design Tokens
- Usability Testing & UX Research
- Data-informed Design
- Customer Experience (CX)
- Accessibility-aware Design

Execution & Delivery

- Prototyping & Wireframing
- Design-to-Code Handoff
- Visual QA & Implementation Review
- Frontend-aware Design
- Complex & Regulated Environments (Fintech, Lotería, Healthcare, EdTech)
- Agile / Scrum collaboration

Collaboration & Tools

- Cross-functional Collaboration (Product, Engineering, Business)
- Figma / FigJam

EDUCATION

University of Zulia
Master's Degree in Social and Cultural Anthropology

Maracaibo, ZUL
Present

Bolivarian University of Venezuela
Bachelor's Degree in Communication Sciences

Maracaibo, ZUL
2009 - 2015

EXPERIENCE

LotoBola / Elot Group SAC

Modern digital lottery platform in a regulated environment in Peru, integrated into retail and digital payments ecosystems

Lima, Peru

Hybrid position
Ago 2024 – Act

Product Designer (UX/UI)

➤ **Product & Service Designer · UX in regulated transactional systems · Design Systems · Frontend-aware**

- I led the design and evolution of the lottery's digital ecosystem (public website, POS system and content management), aligning digital experience with physical operation and administrative processes.
- I designed and optimized critical transactional flows (sales, validation, results and operational management), considering multiple roles and use scenarios (administration, operators and points of sale).
- I defined and maintained the Design System as the basis for standardization and visual governance, improving scalability, component reuse, and consistency in frontend implementation.
- I participated in the integration with the international provider (SkillRock), collaborating in the adaptation of the transactional core to the local regulatory and operational framework.
- I contributed to the definition and adjustment of business rules, validations, and system states to ensure traceability, control, and regulatory compliance.
- I ensured compliance with regulatory, operational and safety criteria specific to the sector.
- I collaborated in handoff processes, functional QA and production validation, ensuring consistency between design, technical architecture and actual service operation.

PlayzonBet / On Entertainment SAC

Digital platform for sports betting in a regulated environment in Peru, operated by a regional gaming group.

Lima, Peru

Hybrid position
Oct 2023 – Ago 2025

Product & Service Design · UX in regulated environments · Frontend-aware

➤ **Product · UX in regulated environments · Frontend-aware**

- I led the end-to-end redesign of the digital product in a regulated environment, ensuring legal, administrative and security compliance in Peru.
- I designed and optimized critical transaction flows (registration, validations, deposits, confirmations and error handling), ensuring operational clarity and consistency in system states.
- I participated in defining business rules, validations and alignment with internal processes, integrating user experience with compliance requirements.
- I collaborated on functional architecture decisions and integration with external providers (APIs), evaluating the impact on operations, technical dependencies, and service continuity.
- I defined and published the Design System in Figma, establishing design standards, reusable components, and tokens for scalability and visual governance.
- I implemented and managed Strapi CMS, configuring roles, permissions, and editorial workflows to ensure operational control and content consistency.
- I designed and developed landing pages and digital communications (HTML5/CSS3), ensuring cross-channel consistency and alignment with regulatory guidelines.

Inlearning Institutos / Intercorp

Higher education holding company in Peru, with a digital educational platform (EVA) part of the Intercorp corporate ecosystem.

Lima, Peru

Remote position
Aug 2022 – Jan 2023

UX/UI Designer

➤ **Enterprise Education Platform (EVA)**

- I led the **Redesign of the Login and Notifications sections** of the EVA platform under an approach **User-Centered Design**.
- I planned and managed the **deliverables schedule** coordinating validations with management, design and technical teams.
- I performed **UX research** (benchmarking, user interviews and data analysis) to support design decisions.
I applied and extended the **Existing Design System** incorporating new components based on **Material Design**.
- I led processes of **testing, results analysis, and functional documentation** generating **user stories** to facilitate development.

Cementos Pacasmayo SAA

Leading company in the cement industry in Peru
Large-scale industrial operation · Focus on construction solutions and sustainability

Lima, Peru

Hybrid position
Oct 2022 – Mar 2023

UI Developer / Design Systems Engineer

➤ Design Systems · Frontend · Design-code integration

- I led the development of the **UI Kit / Design System** for the project of **product homologation**, using **Angular.js y Stencil**.
- Implemented the **Figma and GitHub integration using Figma Tokens, Style Dictionary, and Backlight**, building a style library based on **design tokens**.
- I collaborated with the UX/UI team on processes of **refinement and handoff**, guiding the design of base components from a vision **agnostic and scalable**.

Quyumasi / San Felipe Clinic

Integrated Clinical Management System in a healthcare environment, for a high-complexity private clinic in Peru.
Part of the San Pablo Group ecosystem.

Lima, Peru

Remote position
Aug 202 – Jan 2022

UX/UI Designer

➤ UX Research · Design Systems · Critical Products

- I was part of the design team of **Integrated Management System** from the San Felipe Clinic for **scheduling, clinical care and appointment management**, with multiple user roles.
- I designed the **Auxiliary Services module** (Imaging, Pathology, Laboratory and Rehabilitation), **digitizing and optimizing manual processes** clinical care.
I defined flows for **appointment management, medical records, care records, and payment processes** considering **insurance and direct payments**.
Contribute to the **integration with external providers** Laboratory and Pathology, achieving the homologation of systems with the clinical platform.
- Participated in the **definition and refinement of user stories**, flows and processes together with Product Owners, Product Managers and end users.
- I designed **high fidelity prototypes**, leading processes of **user testing, data analysis, and design iteration**.

CO-UX Edition IV Product Multiverse

Advanced collaborative program in UX/UI, Design Thinking and Design Systems, with product development and real-world case studies.

Lima, Peru

Remote position
May – Sep 2023

UX/UI Trainer & Mentor

➤ Design Thinking · Facilitation · Product Evaluation

- I trained and accompanied **five design teams** working in parallel on **five distinct product challenges** coordinating actual deliverables at each stage of the process.
- I guided the complete application of **Design Thinking process** Research, definition, ideation, prototyping, testing, and iteration.
- I supervised and validated digital solutions **user-centric**, from original ideas (TalkWa, Farmapp, Bankall) to the **critical analysis of real market products** show **SOSAFE (Chile)**.
- Facilitate instances of **structured feedback and decision making** promoting critical thinking and a focus on product impact.

Alaz SAC

Consulting firm based in Peru with projects in Latin America,
Digital product development for companies and organizations

Lima, Peru

Remote position
March 2023 – August 2024

Product Designer / Frontend Aware

➤ Producto · UX Strategy · Design Systems · Frontend-aware

1. Wetrax – Ipasa Group

➤ Scheduling and tariff system for foreign trade operations

- I designed and led the development of the **digital product to standardize processes** of import, export and nationalization.
- I defined flows for **Logistics tracking, tariff quotation, and operational control**.
- I coordinated the integration between **design and development** ensuring alignment with the client's operational needs.

2. Internet for All Group – Ecuador

➤ Digital platform for connectivity services

- Lideré la **conceptualization and design of the digital product** for mobile and desktop, adapted to **local markets**.
- I planned and managed the **roadmap and deliverables schedule**, coordinating with management and multidisciplinary teams.

3. EGCAPP – Estudio Galicia & CIA

- **Digital product for legal management and vehicle recovery**
 - I conceptualized and designed the **digital product for vehicle recovery management and commercial litigation**.
 - I implemented solutions **user-centered** integrating collaboration flows with **security agencies and private companies**.
 - I oversaw the functional evolution of the product, ensuring consistency between **legal, operational and user experience objectives**.

Arxis Latina SAC

Consulting firm based in Peru with projects in Latin America,
Digital product development for companies and organizations

Lima, Peru

Hybrid position
Oct 2019 – Jun 2022

UX/UI Designer / Frontend Aware

- **Web · Mobile · API Integration · UX Research · Design Systems · Interaction Design**
 - I designed and developed **digital solutions working closely with frontend teams**.
 - I participated in projects with **React, React Native y consumo de APIs**.
 - I applied methodologies of **research**, interaction design and systems **design across multiple products**.

JACKALA

International consultancy in data, artificial intelligence and digital experiences
Multinational data-driven operation.

Panama

Remote position
Ago 2021 – Oct 2025

Head Visual Designer

- **Visual Direction · Creative Leadership · Retail & Marketing**
 - I led the **Graphic and visual design of advertising campaigns** for supermarket chains in **Latin America**.
 - Oriented and supervised processes of **internal graphic product design** ensuring visual consistency and alignment with brand standards.
 - I coordinated creative teams in the execution of visual pieces and guidelines for **retail environments and multichannel marketing**.

Viajamas.pe

Peruvian traveltech · B2B2C marketplace for organized tourism ·
Integration with financing and financial services

Lima-Peru

Remote position
Apr 2019 – Jan 2020

Head Visual Designer

Branding · Visual Direction · Digital Marketing · Visual Production · Creative Support

- I directed and validated the **consistent use of branding** of the brand in all communication processes.
- I led the creation of **digital and printed visual products** for campaigns **positioning, customer loyalty and promotion of services** with **benchmarking competitivo** and data analysis of **operation, traffic and interactions on social networks**.

FundaRenace

Foundation with a social and educational focus

Venezuela

Remote position
Apr 2021 – Jan 2022

Head Visual Designer

- **Branding · Visual Direction · Communication with Social Impact**
 - Creative direction of **communication campaigns with a social focus**.
 - **Editorial design** and illustration of the educational book **CreSer**.

Maracaibo Mayor's Office Corporation

Public entity · institutional management and citizen security

Venezuela

On-site position
Jan 2018 – Jul 2021

Creative Director

- **Communication strategy · Visual direction · Impact analysis**
 - Address of **communication strategies** for institutional digital platforms.
 - Visual identity design and **communication products** for programs of **public management**.

Venezuelan Telecommunications Corporation

Telecommunications · Institutional audiovisual production

Venezuela

On-site position
Abr 2017 – Dic 2017

Content Creator

- **Audiovisual Production Coordinator**
 - Management and supervision of resources for the creation of institutional audiovisual content.