

Armando Torrealba

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Accomplished, strategic and insightful designer with comprehensive experience delivering customer-centred solutions across different industries. Effective and supportive leader.

Work Experience

Product Design Director

Xero (Accounting Software)

AUCKLAND, NEW ZEALAND | DEC 2019-CURRENT

Reporting to GM of Product Design

- In charge of defining the long term design vision and strategy for the Business Products portfolio
- Hiring and developing managers, leads, and designers to meet business demands and employee development needs
- Leading a team of 3 Product Design Managers, 1 Product Design Lead and 9 Product Designers across 8 product teams
- Partnering with Product and Engineering on market expansion initiatives in new and established markets

Head of Product Design

Fergus (Job Management Software)

AUCKLAND, NEW ZEALAND | MAY 2018-DEC 2019

Reporting to CTO

- In charge of defining the long term UX vision and defining product design strategic initiatives
- Communicating and keeping stakeholders aligned with strategic product design projects. Working closely with Product and Engineering to prioritize and deliver value to customers on time
- Leading a team of 4 designers
- Led market expansion initiatives in Australia and the UK

Senior User Experience Designer

Fergus (Job Management Software)

AUCKLAND, NEW ZEALAND | JUL 2017-MAY 2018

Reporting to CTO

- Led Product Design, Content and Research from strategy to execution
- Grew the UX team, created industry based focus groups for user research and usability testing

Senior Interaction Designer

Orion Health (Healthcare Software)

AUCKLAND, NEW ZEALAND & BANGKOK, THAILAND | MAY 2015-JUN 2017

Reporting to User Experience Director

- Leading the discovery and validation process using user research methodologies such as contextual inquiry, journey mapping, and usability testing
- Introduction of a design system to improve consistency, usability and reduce development time
- Working closely with product managers to define and evolve product roadmaps. Supporting engineering teams throughout the development cycle
- Mentoring 3 designers in different cities

Head of Design

ArchDaily (Online Media)

SANTIAGO, CHILE | OCT 2011-MAR 2015

Reporting to CEO

- In charge of the product development of ArchDaily Materials. This product helped ArchDaily to monetise their traffic and break into a diverse range of construction markets, such as Brazil, Mexico, USA and, China

User Experience Designer

ArchDaily (Online Media)

SANTIAGO, CHILE | AUG 2010-OCT 2011

Reporting to CEO

- Led the planning, information architecture, visual design, development and launch of the platform
- Design and implementation of a design system based to create a consistent User Experience, this helped the company to increase its profit from programmatic advertising by 31% in 2012

User Experience and Digital Production Process II Professor

UNIACC University (Faculty of Engineering)

SANTIAGO, CHILE | AUG 2012-DEC 2013

Chief Design Officer / Founder

Useme (Digital Agency)

SANTIAGO, CHILE | JUN 2007-MAR 2009

Web Designer

LATAM (Airline)

SANTIAGO, CHILE | MAR 2005-MAR 2007

Digital Designer (Internship / First Job)

AldeaGlobal (Design Agency)

VALPARAISO, CHILE | JUL 2004-JAN 2005

Advisor / Volunteer

NZ Accesibility Meetup (Meetup)
AUCKLAND, NEW ZEALAND | MAY 2019-CURRENT
Role: Organizing member & speaker

Pocketdoor (Home Renovation Software)
SILICON VALLEY, CALIFORNIA, USA | JUN 2016-CURRENT
Role: Advisor

Humans of South Auckland (NGO)
AUCKLAND, NEW ZEALAND | JUN 2015-JUN 2017
Role: Digital Strategist

Derechos Digitales / Creative Commons LATAM (NGO)
SANTIAGO, CHILE | MAR 2008-SEP 2012
Role: Chief Designer

Admetricks (Advertising Intelligence Software)
SANTIAGO, CHILE | JUN 2009-OCT 2013
Role: Advisor

CSS Meetup (Meetup)
SANTIAGO, CHILE | MAR 2008-SEP 2012
Role: Organizing member

Education

Analytics and User Experience Certificate
SINGAPORE | AUG 2019
Nielsen Norman Group

Design Tradeoffs and UX Decision Frameworks
SINGAPORE | AUG 2019
Nielsen Norman Group

Usability and the Human Mind
SINGAPORE | AUG 2019
Nielsen Norman Group

Human Computer Interaction (HCI) Bootcamp
BUENOS AIRES, ARGENTINA | MAR 2014
Palermo University

Postgraduate Program Web Manager & Web Design Pro
SANTIAGO, CHILE | MAR-OCT 2011
Mac Academy

Bachelor on Design with major in Digital Marketing
SANTIAGO, CHILE | MAR 2001-MAR 2005
De Las Americas University

Accomplishments & Awards

Fergus - Finalist in the Emerging company of the Year in the 2019
AUCKLAND, NEW ZEALAND | APR 2019
Awarded by The New Zealand Hi-Tech Trust

Armando Torrealba, Young Innovator of the year
SANTIAGO, CHILE | OCT 2013
Awarded by Imagina Chile

ArchDaily - Leader in Digital Services
SANTIAGO, CHILE | SEP 2013
Awarded by CORFO

Thank you for your time!