

KEVIN ALEXANDER SOTO BURGOS

UX Researcher · Service Design · Design Strategy · Applied AI

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Lima, Peru · Open to relocation

PROFESSIONAL SUMMARY

Design Researcher and Service Designer with 8+ years generating strategic user insight in banking, fintech, and consumer sectors. I translate qualitative and evaluative findings into design decisions, prioritized backlogs, and reusable knowledge systems. I combine methodological rigor with a strategic outlook to align user needs with business goals. Solid experience in banking (BBVA, Banco de la Nación, Interbank, Inteligo, Caja Arequipa) and creator of Verbatly, an AI-powered UX research platform. YLAI 2025 Fellow, NASA Space Apps Challenge global winner, and founder of UXEducational, a 74,000+ designer community.

WORK EXPERIENCE

Senior Product Designer — SOLERA

Feb 2026 – Jul 2026

Client: SUNAT

- Systematized and analyzed field data for the SIRE and Non-Resident VAT Payment modules, producing reports, findings maps, and insight summaries for design and business teams.
- Translated complex tax requirements into usable flows, covering everything from research and wireframing to high-fidelity prototyping for validation with users and the business.

UX Researcher & Service Designer — SOLERA

Oct 2024 – Jan 2026

Client: BBVA Bank

- Designed research guides, protocols, and stimuli ensuring methodological consistency and alignment with business objectives, applying card sorting, journey mapping, heuristic evaluation, and cognitive walkthroughs.
- Maintained the specialty's knowledge repository, documenting findings, methodological decisions, and supporting materials to ensure traceability and reuse across projects.
- Coordinated operational activities with product and technology teams (participant management, consent, scheduling, and incentives) and took part in tracking ceremonies, reporting progress and learnings.

UX Researcher · Service Design — INDRA

Aug 2023 – Nov 2023

Client: Banco de la Nación

- Led qualitative fieldwork sessions and facilitated customer experience transformation workshops under the Service Design framework, producing strategic reports for product decisions.
- Produced research deliverables (pain point maps, journey maps, insight matrices, and conceptual prototypes) and built a prioritized backlog of actionable improvements for the product team.

UX Coordinator — VERISURE

May 2021 – Apr 2023

- Coordinated the research and design strategy for the Lead Generation division, preparing interview guides, testing materials, and evaluation protocols to optimize the user experience.
- Conducted qualitative and evaluative fieldwork (in-depth interviews, focus groups, A/B testing) under Lean UX methodology, systematizing findings into reports that informed business decisions and improved session-to-lead conversion.

Lead UX Designer — TALENT2WIN

Mar 2022 – Jun 2022

Independent project

- Defined the component architecture and documented the Design System using Atomic Design methodology for an enterprise ATS platform, producing reference materials and best practices for the design team.
- Designed and validated wireframes and prototypes for desktop and mobile applying information architecture and First Click Testing, documenting design decisions for project traceability.

Senior UI Designer / Frontend — MDP CONSULTING

Nov 2020 – May 2021

Independent project · Client: Inteligo Bank

- Led the complete redesign of the Home Banking platform with an omnichannel approach and customer journey optimization.
- Developed interfaces in HTML5/CSS3/JavaScript with a focus on accessibility, performance, and cross-browser compatibility.

UI Designer — LIQUID

Feb 2020 – Nov 2020

Client: Interbank

- Developed and maintained a scalable Design System for digital banking products, ensuring consistency and component reuse.

Senior UX Designer — CAJA AREQUIPA

Nov 2019 – Jan 2020

- Designed the digital ecosystem (corporate website, landing pages, ATM interfaces) and led the UX redesign of debit cards based on user research.

TECHNICAL SKILLS

Design & Research: Figma (advanced), Maze, Balsamiq, Miro/Mural, Optimal Workshop, Hotjar, Mixpanel, Google Analytics, UserTesting, Typeform, Loom

UX Methodologies: Human-Centered Design, Design Thinking, Lean UX, Atomic Design, qualitative/quantitative research (card sorting, tree testing, journey mapping, heuristic evaluation, cognitive walkthrough, A/B testing), Scrum/Agile

Frontend: React, Next.js, TypeScript, Tailwind CSS, React Native/Expo, HTML5, CSS3, JavaScript

Backend & Data: FastAPI, Node, Laravel/PHP, PostgreSQL/pgvector, Prisma, MySQL, Redis, Supabase, Docker

Applied AI: Claude API (Anthropic), multi-agent orchestration, RAG / semantic embeddings, Whisper, vision models (Qwen2.5-VL), Claude Code, Gradio / Hugging Face

Infrastructure & Web: WordPress, VPS (Nginx, Plesk, OpenLiteSpeed), Git, CI/CD

EDUCATION

Professional UX/UI Designer — Google	2021 – 2022
UX/UI Designer Specialization — Toulouse Lautrec	2019
Graphic Design — CIBERTEC	2012 – 2017
Graduated in the top third of the class	

CERTIFICATIONS

- Google AI Essentials · Foundations of User Experience Design — Google (2024)
- User Experience · Design Thinking · Mobile User Experience — Interaction Design Foundation (2020)
- Scrum Fundamentals Certified — Scrum Study (2019)

AWARDS & RECOGNITION

- YLAI 2025 Fellow — U.S. Department of State (leadership and contribution to a 74,000+ designer community).
- Global Winner — NASA Space Apps Challenge 2023, Best Mission Concept (ASTROGENESIS).
- Finalist — Build Small Hackathon 2025 (Gradio × Hugging Face).
- Winner, RIMAC Hackathon 2025 and 2024 · Winner, BBVA Hackathon 2022.
- Media coverage across 20+ outlets (RPP Noticias, Exitosa TV, TVPerú).

LANGUAGES

Spanish: native · English: intermediate (B1)