

Eduardo Orellana

Senior product designer (UX/UI) and full-stack web developer focused on design systems, dashboards, and clean interaction design

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Work Experience

Stay22 (July 2018 - Present)

UX/UI Designer ' Senior UX/UI Designer

- Led parts of the new Stay22 partner dashboard rollout, from core IA/navigation to analytics and admin workflows.
- Designed a scalable design system foundation (components, patterns, light/dark parity) and worked closely with engineering to ship it.
- Built partner tools and flows like the YouTube integration, Allez link generator, and settings experiences (safe edit patterns, clear states).
- Ran research and usability testing, and used product data to tighten flows, reduce confusion, and improve clarity.

Pilgrim North America (January 2018 - July 2018)

UX/UI Designer (Contract)

- Planned and ran user research and usability testing across North American and European markets.
- Translated insights into clearer navigation, content hierarchy, and e-commerce UX recommendations for the product team.

M3 Digital (2017 - July 2018)

Junior UX/UI Designer ' Intermediate UX/UI Designer

- Designed e-commerce experiences including personalization surfaces, core flows, and UI components.
- Worked on a B2B project management tool (IA, flows, component patterns, and handoff).
- Supported research and end-to-end UI design for a consumer mobile product.

Education

Dawson College

(2012 - 2014)

Consumer Behaviour & Marketing

Data-driven growth, product analytics, consumer behaviour & psychology

ÉTS University

(2015 - 2017)

Centech Product Accelerator Program

Product ideation, web development (frontend & backend), working with cross-functional teams

Coursera

UX Design Certification by Google UX bootcamp

Growth.Design

UX Design Certification from Growth.Design bootcamp

Languages

English, French, Spanish

Skills & Tools

Design

Product design, Design Systems, Interaction design, User Research, Information Architecture, Prototyping, Analytics

Development

HTML, CSS, JavaScript, TypeScript, React, Next.js, Node.js, Python, APIs

Toolbox

Figma & FigJam, Confluence, UserTesting.com, Mixpanel, Hotjar, Google Analytics, Jira, BrowserStack