



# Marcos Sanchez

Software Engineer & UX Leader | Founder  
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## About me

Product & UX Leader with 15+ years of experience scaling digital products and design systems at enterprise level. Co-Founder of SIUX, a digital studio managing branding and UI assets for 120+ brands, and Tarotia, an AI-powered tarot platform with 74K registered users, 45K monthly actives, and 192K+ readings served.

Led the EVA Design System at Despegar.com (Latin America's leading OTA), standardizing 130+ components adopted by 500+ engineers and powering 100K+ dynamic packages monthly. Drove UI consistency, accelerated development by 30–50%, and enabled scalable M&A integrations.

Expertise in AI integration, multidisciplinary team leadership, and digital transformation for startups and scale-ups focused on enterprise-quality experiences. Frequent speaker at LATAM conferences and contributor to UX books publications.

## Key Expertise

Design Systems & Atomic Design • AI Integration (OpenAI, GPT) • React/Next.js/Node.js • Scalable Architecture • REST API Design • Figma Advanced • Agile Leadership • Team Mentoring • SEO & Analytics • Usability Testing

## Professional Experience



### SIUX Studio | Co-Founder

Jun 2022 – Present

<https://siux.studio>

Founded and lead digital product studio delivering user-centered solutions, managing branding and UI assets for 120+ brands.

Drive strategic planning, product development, and client satisfaction for creative teams and entrepreneurs.



## **Tarotia | Founder & Lead Engineer**

October 2023 – Present

<https://tarotia.app>

Scaled AI-driven tarot platform to multilingual support in 6 languages, achieving 74K registered users, 45K monthly actives, +480 paying customers, and 192K+ readings.

Boosted organic SEO from ~100 daily impressions to 10.2K, driving 500+ clicks with 6-8% CTR via personalized AI-generated content.



## **Expanish | Fractional CTO**

November 2023 – Present

<https://expanish.com>

Led digital transformation by streamlining an over-engineered architecture into an agile, scalable, and efficient stack centered on MedusaJS.

Implemented brand redesign and new MedusaJS-powered checkout, increasing conversion rates by 35% and resolving operational issues in inventory and integrations.



## **Despegar | Senior UX Manager & EVA Design System Lead**

Jan 2014 – Jul 2022 (8.5 years)

<https://despegar.com>

Led creation and company-wide adoption of EVA Design System, standardizing 130+ UI components and patterns for 500+ engineers; served 100K+ dynamic packages monthly.

Facilitated seamless integration of acquisitions (Falabella, Best Day, Koin) and accelerated development cycles in line with industry standards (30-50% reduced time-to-market).

Directed ecosystem initiatives including EVA Content (centralized content management), Rebranding (successful 3-month rollout across all products), Research repository, and UI Library (introduced Atomic Design methodology).

Built foundational frontend processes as UX Engineer/Developer, transitioning teams to multidisciplinary models and implementing scalable UI libraries.

<https://despegar.design/eva/>



## **Minami Design | Full Stack Developer**

Oct 2012 – Dec 2013

<https://minami.design>

Designed and developed digital solutions from entity modeling to WebServices implementation and comprehensive documentation.

# Selected Speaking & Community Contributions



## Speaker | Interaction Latin America

November 2018 – Brazil, ~800 attendees

<https://ixda.org>

Delivered talk on implementing and evangelizing a large-scale design system, effectively bridging design and development teams.



## Speaker | Mercado Libre Full Stack Tech

November 2017 – Argentina, ~1200 attendees

<https://twitter.com/arfullstack>

Delivered the talk "EVA: From Concept to Reality", sharing Despegar's real-world experience in successfully establishing and scaling a collaborative design system.

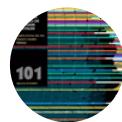


## Workshop leader | Google Launchpad Accelerator Argentina

November 2019 – Argentina, ~100 participants

<https://startup.google.com/accelerator>

Delivered a hands-on workshop on design systems for startups, teaching participants how to build and scale a design system from scratch using Atomic Design principles.



## Chapter Author | UX Latam Book (2021)

June 2021 – Marta Sylvia del Río

<https://hdl.handle.net/11354/3413>

Contributed a chapter to this collaborative book gathering LATAM UX leaders, detailing Despegar's journey in successfully implementing EVA Design System at scale



## Recurrent Speaker | UBA Economics

June 2019 – Present – Argentina, ~80 attendees

<https://www.economicas.uba.ar>

Deliver recurring lectures introducing UX and design systems to Systems Information Methodology students at University of Buenos Aires Faculty of Economic Sciences.



## Professor | ICESI University

June 2019 – Present – Colombia, ~80 students

<https://www.icesi.edu.co>

Teach the specialized Design Systems module within an official UX program, training professionals in the creation, implementation, and scaling design systems.

## Education



### Torcuato di Tella University | Executive Development Program

September 2018 — Argentina

Participated in an intensive executive program focused on strengthening managerial skills, leadership, and strategic decision-making. Developed expertise in team management, negotiation, business innovation, financial planning, and analytical tools for problem-solving in dynamic, competitive environments.



### Harvard Business School | Leadership Course

July 2016 — Online

Completed online leadership course at Harvard Business School (2016), focusing on soft skills for high-performance teams: communication, motivation, delegation, feedback, conflict resolution, diversity, and inclusion; refined personal leadership style through cases, simulations, and self-assessments.



### EES: N°4 Malvinas Argentinas

2001 / 2004 — Mar del Plata

Gained foundational knowledge in tourism services management, planning, quality and safety standards. Developed key soft skills in communication, customer service, teamwork, and languages.



### Lifelong Self-Taught Learner

Proactive and curious professional who thrives on continuous learning and acquiring new skills. Throughout my career, I have complemented formal education with online courses, books, podcasts, and blogs in UX, product development, design systems, AI, and emerging technologies — enabling me to master tools and techniques that consistently enhance performance and deliver greater value to projects. Driven by the challenge of solving complex problems and innovating in the digital space.

## Leadership & Soft Skills

- Team Leadership & Mentoring
- Cross-Functional Collaboration
- Proactive Problem-Solving & Initiative
- Conflict Resolution
- Effective Communication & Teaching
- Adaptability & Negotiation
- Strategic Thinking & Decision-Making
- Empathy & User-Centered Mindset
- Innovation & Creativity
- Stakeholder Management

## Technical Expertise

- Design Systems & Atomic Design
- AI Integration (OpenAI services, Stable Diffusion)
- Figma (Advanced Prototyping & Collaboration)
- Frontend Development (React, Next.js, Node.js)
- Agile Methodologies (Scrum, Kanban)
- Databases (MongoDB, MySQL, PostgreSQL)
- Scalable Software Architecture
- E-commerce Platforms (Stripe, MedusaJS)
- REST API Design
- SEO & Web Analytics