



Marcos Sánchez

Resume

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Product, UX and Engineering leader with 18 years of experience scaling digital products and enterprise design systems.

Currently Head of Product & Engineering at Expanish, leading the platform that connects sales, e-commerce and academic management.

Founder of SIUX, a digital studio managing branding and UI assets for more than 120 brands, and of Tarotia, an AI-powered tarot reading platform with 92K+ registered users, 45K monthly actives and 192K+ readings generated.

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

Experienced in AI integration, leading multidisciplinary teams and digital transformation. Regular speaker at LATAM conferences and contributor to UX publications and books.

Experience



Expanish — Head of Product & Engineering

March 2026 – present (7 months)

I lead product and engineering at Expanish, a Spanish school for international students offering B2C and B2B courses. I drive the Hub, the internal platform that centralizes bookings, contacts, agencies, installments and quotes, and connects the public site, e-commerce and academic management into a single flow, from sales proposal to payment.



Expanish — Product & Engineering Consultant

July 2023 – March 2026 (2 years 8 months)

I guided the evolution of Expanish's digital platform: a multilingual course-sales site built with Next.js and Strapi, a custom checkout on Medusa with Stripe and Flywire, and the integration with the academic management system so every booking arrives without manual steps.



SIUX — Founder

June 2022 – present (4 years 4 months)

As founder of SIUX I lead the strategic vision, building tools and methodologies that change how teams build people-centered digital products. I run end-to-end planning, from business strategy to product development, setting up scalable processes that ensure quality in every deliverable. Today SIUX manages branding and UI assets for more than 120 brands and builds its own AI products, such as Tarotia, SIUX Studio and Pulse.



Despegar — Sr UX Manager

January 2014 – July 2022 (8 years 6 months)

Led the strategy and evolution of EVA Design System, turning it into the company's central collaborative platform for building digital products. Set the strategic vision that scaled the system across several M&As (Falabella, Best Day and Koin), leading the technical and cultural integration. Built and managed high-performing multidisciplinary teams, with agile practices that significantly increased development speed, cross-platform consistency and operational efficiency.



Despegar — Sr UX Manager @ EVA Content

March 2019 – March 2020 (1 year)

Led digital content strategy for the whole platform, establishing EVA Content as the bridge between content and engineering teams. Designed and implemented scalable infrastructure for multi-region localization that sped up time-to-market across markets, and led content governance through voice & tone guidelines.



Despegar — UX Manager @ Rebranding

January 2019 – March 2019 (3 months)

Led the corporate rebranding, transforming the design system to reflect the new brand identity. Assessed the cost and risk of a massive rollout, coordinated multidisciplinary teams and delivered the new look & feel across every digital product in record time (3 months).



Despegar — UX Manager @ Research

March 2018 – January 2019 (11 months)

Founded and led EVA Research, a centralized insights platform that democratized user knowledge across the organization. Designed scalable research methodologies combining qualitative and quantitative data, making the voice of the user a pillar of product strategy.



Despegar — UX Manager @ UI Library

July 2016 – March 2018 (1 year 9 months)

Built and led a team specialized in UI and service design that conceived, architected and shipped EVA User Interface. Drove enterprise-wide adoption of Atomic Design, standardizing more than 100 components and patterns, and built the versioning and distribution infrastructure serving more than 500 engineers.



Despegar — UX Engineer Sr

February 2015 – July 2016 (1 year 6 months)

Played a key role in the shift to agile, autonomous teams, laying the technical foundations of the UI Library. Led the transition from centralized teams to multidisciplinary squads and defined HTML5/CSS3 standards for a high-performance, mobile-first library that became the basis of the company's design system.



Despegar — UX Engineer SSr

January 2014 – February 2015 (1 year 2 months)

Joined Product & UX to diagnose and fix bottlenecks in UX delivery. Led the migration from a legacy Java stack to a Node.js architecture that centralized components and automated documentation and versioning.



Minami Design — Full Stack Developer

October 2012 – December 2013 (1 year 3 months)

Planned digital solutions end to end: entity-relationship modeling, technology choices, web services, and documentation of each application and its services.

Education



Harvard Business School — Executive Leadership

July 2016 — Online

Executive training in strategic leadership focused on managing high-performing teams and organizational transformation: executive communication, change management, coaching and talent development, complex conflict resolution and inclusive leadership.



Continuous learning

∞ Always

I complement formal education with courses, books, podcasts and specialized blogs on UX, product development, design systems, artificial intelligence and emerging technologies. I'm driven by solving complex problems and innovating in the digital space.

Interpersonal

- Team leadership and mentoring
- Multidisciplinary collaboration
- Proactive problem solving
- Conflict resolution
- Effective communication and teaching
- Adaptability and negotiation
- Strategic thinking and decision making
- Empathy and user-centered mindset
- Innovation and creativity
- Stakeholder management

Technical

- Design systems and Atomic Design
- AI integration (OpenAI, Stable Diffusion)
- Figma (advanced prototyping and 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 and web analytics