Matías Ravié

Senior Product Designer

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PROFILE

Senior Product Designer with 10+ years of experience across B2B SaaS platforms, streaming and consumer-facing digital products. I cover the full design process, from research and design systems to delivery, working closely with product, engineering and business teams, aligning distributed teams and integrating AI into both the products I design and my own design process.

EXPERIENCE

Senior Product Designer — Howdy.com
Jan 2023 – Jul 2026 · Buenos Aires, Argentina · Remote

End-to-end product design for two interconnected B2B SaaS platforms (internal operations and partner-facing tools) in Howdy's talent marketplace.

- Owned discovery, research, interaction design and delivery, working directly with founders, product and engineering, and contributing to roadmap definition.
- Designed AI-driven flows (AI-assisted candidate profiles, AI Matching, Opportunity Workspace, In-App Hiring) and contributed to AI features that automated candidate screening and reduced manual review for the ops team.
- Built, together with a developer, a multi-platform design system with primitive and semantic tokens, variables, Tailwind-aligned naming and accessibility criteria, documented in Storybook.
- Integrated AI into the design workflow: research synthesis, documentation and design variants.

UX/UI Lead – DTH (Direct-To-Home) — DIRECTV Latin America
Jun 2022 – Jan 2023 · Buenos Aires, Argentina · Hybrid

Led a team of 6 UX/UI designers across two verticals that had evolved independently: a public acquisition site and a self-management app for subscribers.

- Redesigned the Buyflow and Registration/Login experience with CX research and usability testing.
- Drove adoption and continued scaling of the design system (Zeroheight) after the Design Ops team was dissolved, unifying patterns and visual language across both verticals.
- Set up recurring cross-team ceremonies to keep decisions aligned.

UX/UI Lead – DIRECTV GO — DIRECTV Latin America
Jun 2020 – Jun 2022 · Buenos Aires, Argentina · Remote

Led a team of 3 designers (web, mobile and OTT/Smart TV) on the streaming platform's most strategic features.

- During a redesign, started a component library more robust than the old UI Kit; together with Design Ops (a UX writer and a developer) it scaled into a Zeroheight design system that unified three independently built UIs under a new visual identity.
- Redesigned the buy flow with progressive disclosure to cut drop-off caused by length and cognitive load, and introduced a dynamic offer system.
- Redesigned live TV around an in-player programming grid, fast channel zapping without interrupting the stream, Reverse EPG and forward scheduling.

Senior UX/UI Designer — Walt Disney Direct-to-Consumer & International
Apr 2019 – May 2020 · Buenos Aires, Argentina · On-site

Designed the migration of FOX Play's Latin American user base to Star+ across web, mobile, OTT, Smart TV, Apple TV and connected devices, preserving access, subscriptions and content history at the scale of millions of users.

- Defined the UX strategy and coordinated an external team under Disney's quality standards.
- Contributed to the unified user profile experience across Star+, ESPN, National Geographic and Disney Now.

Senior UX/UI Designer — Fox Networks Group – Latin America
Jan 2016 – Apr 2019 · Buenos Aires, Argentina · On-site

End-to-end UX and UI of FOX Play, the streaming platform for series, movies and live TV across Latin America (mobile, OTT, Smart TV and web).

- Led the research process: interviews, personas, journey maps and usability testing.
- Built the company's first UI kit and redesigned onboarding, login and subscription into a new DTC flow.

Web Designer / Senior Web Designer — Agencies & Freelance
2007 – 2015 · Argentina · PISOL, Wiper Agency, UO Solutions, UVCMS eLearning

Web design and digital campaigns for brands including ICBC, Ford and Grupo Bimbo; first exposure to mobile app design and UX.

EDUCATION

Graphic Design — Universidad de Buenos Aires · 2003 – 2011
UX Team & Project Management — Universidad de Palermo · 2019
Service Design · Design Thinking — Universidad de Palermo · 2019
UX & IxD Expert — UTN Buenos Aires · 2019

SKILLS

Product Design · UX Research · Usability Testing · Interaction Design · Information Architecture · Design Systems · Accessibility · Prototyping · Mobile Design · Agile Methodologies · Generative AI

TOOLS

Figma · FigJam · Zeroheight · Storybook · Miro · Sketch · Photoshop · Illustrator · GitHub · Jira · Notion · Hotjar · Clarity · Claude · OpenAI

LANGUAGES

Spanish (native) · English (intermediate, B1) · Portuguese (conversational)