

Macarena Zañartu

Head of Product Design, AI Products

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Summary

I am a product design leader who takes AI from experiment to product. Over more than ten years I have built and led teams, shaped product strategy, and turned complex systems into products people trust, most recently conversational AI at Xepelin and an AI formulation platform and 0 to 1 products at NotCo, working directly with executives, engineering, data, and product. I follow trust wherever it lives, which is why I have never stayed inside the design brief.

Experience

Head of Product Design

Xepelin | Santiago, Chile (Hybrid) | Jul 2025 to Present

- Took Elena, Xepelin's first conversational AI product and a CEO level strategic priority, from a 12 customer pilot to more than 400 customers within five weeks of its September 2026 launch, leading the product experience and directing engineers and data specialists across Banking and Lending.
- Lead experience design for Xepelin's new SMB business account in Chile, launched with banking partner BICE and drawing a waiting list of more than 2,000 companies, directing the team designing the digital experience and shaping the experience systems and CX strategy for its first phase.
- Set the evaluation strategy and quality standards for model behavior and conversation quality, and run engagement experiments that turn one off answers into sustained conversations, ahead of full launch, a platform experience, and an MCP integration.
- Moved 100% of front end changes outside sensitive data and complex integrations from engineering to design through AI assisted PRs, leading a three person design team.
- Scale product design's impact as the whole company builds and experiments, creating experience principles, a CX audit skill anyone can run against them, and a comms hub that consolidates all customer communications.
- Defining Xepelin's NPS strategy, pairing it with CSAT for more actionable feedback, as the first step toward a customer intelligence system that will connect survey data and customer interviews to churn.

Head of Product Design, AI Platform

NotCo | Chile | Mar 2022 to Jun 2025 | 3 years 4 months

Promoted twice, from Manager to Senior Manager, while leading product design for the AI Platform.

Senior Manager, Product Design and Strategy | Jan 2025 to Jun 2025

- Created ConceptQuant, a 0 to 1 AI platform for CPG innovation that joined Giuseppe's suite and brought CPG marketing teams to the table alongside R&D, opening new partnership conversations; directed ML engineers, developers, and a designer.
- Led product design and strategy for Giuseppe, NotCo's proprietary AI platform for food formulation, an expert in the loop optimization engine working across more than 10,000 ingredients.
- Turned resistant food scientists and chefs, asked to trust a model over their own palate, into advocates by leading Usability Nights, 8+ co creation sessions in Santiago and San Francisco with 25 to 40 participants.

Product Design and Strategy Manager | Mar 2024 to Jan 2025

- Expanded the role from design execution into product strategy, defining Giuseppe's roadmap priorities with engineering and data science leadership.

Product Design Manager | Mar 2022 to Mar 2024

- Drove NotCo's AI platform to 100% adoption among its internal users within months, building a three person product design team and establishing research and design practice where the team had been shipping without direct user contact.

UX Manager

Walmart Chile | Chile | Jul 2021 to Feb 2022

- Led 13 designers and the research function within a 40 person design team, delivering internal tools with a direct impact on core customer operations and high satisfaction among the people using them.

Independent UX Consultant

Freelance Product Design | Santiago, Chile | Mar 2020 to Feb 2021

- Partnered directly with founders and CEOs at startups including Wheel the World (accessible travel) and Shippter (freight booking), and with Forum (auto purchase credit), turning businesses built on manual, high complexity information into self service, scalable products.

Senior Manager, Customer Design, Regional Team

Scotiabank | Chile | May 2019 to Dec 2019

- Negotiated a regional role after BBVA's merger with Scotiabank, supporting design teams across Latin America and aligning them to global customer experience standards.

Head of UX and Design

BBVA Chile | Santiago, Chile | Apr 2016 to Apr 2019

- Moved design from the tail end of delivery, where it turned finished specs into HTML and CSS, into business development, where work was judged on customer value, feasibility, and revenue.
- Lifted the app's NPS with a customer defined solution for BBVA Pass, after research surfaced that customers found a frictionless transfer alarming; the work helped move design into business development.
- Built BBVA Chile's UX function from zero, leading a team of up to seven designers, researchers, and front end developers across the bank's transactional app and web experiences.

Information Architect and UX Designer

VTR | Santiago, Chile | Feb 2015 to Feb 2016

- Designed VTR Ayuda, a self service tool that walked customers through fixing their own connectivity before calling support, and the digital experiences for VTR's first immersive store, when UX barely existed in Chile.

Founder

Zeta Chocolates | Santiago, Chile | Nov 2013 to Aug 2014

- Founded and ran a chocolate brand for a younger audience, between traditional and supermarket chocolate, designing the product, brand, and positioning and selling to roughly 500 customers, many of them repeat.

Director of Content

Asech, Entrepreneur's Academy | Santiago, Chile | Feb 2013 to Aug 2013

- Built the curriculum and recruited the faculty for Etapa Cero, a program for founders with an idea and no path to execution, at Chile's national association of entrepreneurs.

Skills and Languages

Skills: Product strategy, UX strategy, conversational AI products, model behavior and evals, UX research, design leadership, CX strategy, 0 to 1 products, building and scaling teams

Languages: Spanish (native), English (fluent). **Interests:** music since age four, photography, and painting.

Education

MA Advanced Design and BA Strategic Design, Pontificia Universidad Católica de Chile | 2007 to 2012

UX Design Immersive, General Assembly, New York | 2014