Cristián Morales

Product Designer | AI-native Operator

Contact info

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📍 Chile

See my work

🌐 giorris.dev

Work Experience

Enara Health - Product Designer   **Sep 2023 to present**

- Lead designer of Enara's new design system. I own the documentation and codebase, using AI-assisted programming with Claude Code and Storybook to ship scalable components across apps, enabling developers to focus on building.

- Contributed designing clearer UI and workflows for the RPM (Remote Patient Monitoring) dashboard, an AI-driven tool that flags billing opportunities in patient data. That helped to unlock a big jump in monthly revenue trough insurance claims.

- Co-designed Scribe, an AI-powered feature that reduced admin workload ~30% and improved clinical documentation precision.

- Led the member app redesign grounded in a clinical study on key success factors in telehealth weight care. Consolidated core actions into a single hub, resulting in +29% appointment clicks, +13% progress views, and +25% more members using logging tools.

- Redesigned Enara's website, contributing to 16.5% growth in active members and 230% more partner submissions.

- Directed Enara's brand refresh, aligning clinic assets, sales decks, and digital platforms under a unified identity and standardized design patterns.

Honda - Web Designer - UX Consultant   **Dec 2022 to Feb 2024**

- Led a research-driven redesign of the Honda Services website, making it easier to use and more effective for marketing.

- Designed landing pages that drove a 30% lift in leads for Honda's latest cars and motorcycles.

- Built an interactive dealership kiosk to showcase Honda Sensing tech—turning safety features into a hands-on experience.

The Line - Web Designer - Branding   **Nov 2021 to Sep 2023**

- Rebranded the Naval War Academy, improving internal recognition within the Chilean Navy.

- We designed and launched the "Expert Room," a 360° sneakerhead experience. Every new drop sold out in minutes.

Naval War Academy | Chilean Navy - Web Designer - Branding Consultant   **Dec 2019 to Jan 2022**

- Rebranded the Naval War Academy, improving internal recognition within the Chilean Navy.

- Helped shape strategy for university accreditation—bridging teams and aligning vision.

Saint Peter's School - Graphic Designer - Branding   **Sep 2017 to Jan 2022**

- Built the Communications & Outreach Department from the ground up, improving collaboration across teams.

- Made school branding sharper, community engagement stronger, and messaging clearer.

Languages

Spanish - Native   English - B2

Key Skills

Design Systems   AI-assisted Development   Product Strategy   Healthcare UX   Cross-Platform Apps   Prototyping

UX Design   UI Design   User Research   No-code / Low-code

Tools | Tech

Figma   Adobe Suite   LLMs   VSCode   Jira/Trello   Mixpanel   Search Console | HTML   CSS