

Cristián Morales

Product Designer

Contact info

✉ crmorales.achiardi@gmail.com

in cristian-morales-achiardi

📍 Chile

See my work

🌐 giorris.dev

Professional Summary

Product Designer who thinks systematically and ships. I build AI-ready design systems, develop frameworks for team collaboration, and ship products that translate technical complexity into intuitive experiences. I wrap strategy and execution into one fast loop. Specialized in healthcare tech, complex systems, and design-to-code workflows.

Key Skills

- Complex Systems Design
- AI-Enhanced Workflows
- Design Systems Implementation
- Cross-functional Collaboration
- Brand Strategy
- Design to Code

Tools | Tech

- Figma
- Adobe Suite
- Generative AI
- VSCode
- Jira/Trello
- Mixpanel
- Search Console
- HTML
- CSS

Languages

- Spanish - Native
- English - B2

Work Experience

Enara Health - Product Designer

Sep 2023 to present

- Building an AI-ready Design System from the ground up. Creating semantic documentation and structured metadata that enables design-to-code workflows and AI-assisted implementation.
- Designed RPM dashboard surfacing AI-flagged billing opportunities in remote patient monitoring data. Improved billing workflows that generated \$70k additional revenue during launch month.
- Co-designed Scribe, learning ICD10/CPT coding systems and collaborated with engineering on system architecture. Transformed telehealth conversations into compliant medical notes, reducing provider administrative workload by 30%.
- Led the member app redesign grounded in a clinical study on key success factors in telehealth weight care. Consolidated core actions, 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 comprehensive user research for Honda Services redesign, surveying 370 Honda owners. Used demographic analysis to identify user patterns that informed site architecture and improved marketing targeting.
- 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.

Cristián Morales

Product Designer | AI-native Operator

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Work Experience

The Line - Web Designer - Branding

Nov 2021 to Sep 2023

- Designed full marketing campaigns for brand partnerships with Nike, Adidas, Puma, and Vans, building relationships that led to 40% marketing budget growth as partners increased campaign investments based on performance results.
- Designed the Expert Room. An exclusive underground sneaker release system combining VIP website access with premium in-store experiences. Built digital interfaces and physical store activations that drove immediate sellouts for every drop.

Naval War Academy | Chilean Navy - Web Designer - Branding Consultant

Dec 2019 to Jan 2022

- Rebranded Chile's Naval War Academy with complete visual identity redesign, modernizing digital assets and creating compliance-focused website redesign that supported successful 5-year university accreditation.
- Created virtual facility tours and strategic communications content during pandemic constraints, establishing ACANAV as recognized authority within Chilean naval institutions.

Saint Peter's School - Graphic Designer - Branding

Sep 2017 to Jan 2022

- Founded Communications & Outreach Department. Established content processes, redesigned digital platforms, and created hybrid classroom systems that maintained educational continuity during Covid lockdowns.
- Led comprehensive brand modernization including website redesign, social media strategy, and innovative content formats like alumni interview show. Positioned Saint Peter's as leadership institution within British schools association.