



HELLO, I'M VALENTIN RIOS.
UX/UI AND PRODUCT DESIGNER WITH A HEAD OF DESIGN
BACKGROUND AND 7+ YEARS WORKING ACROSS B2C APPS, SAAS
PLATFORMS, E-COMMERCE, AND AI-POWERED PRODUCTS.
I SPECIALIZE IN TAKING PRODUCTS FROM EARLY CONCEPT
THROUGH TO A POLISHED, SHIPPABLE EXPERIENCE: LEADING
RESEARCH, SHAPING INFORMATION ARCHITECTURE, BUILDING
DESIGN SYSTEMS, AND COLLABORATING CLOSELY WITH PRODUCT
AND ENGINEERING. I WORK WELL WITH STARTUPS AND PRODUCT
TEAMS THAT NEED DESIGN THINKING AND STRONG EXECUTION IN
THE SAME PERSON.

CORE PROFILE
PRODUCT DESIGN
UX/UI DESIGN
DESIGN STRATEGY
AI-NATIVE WORKFLOWS
BRANDING STRATEGY
DESIGN SYSTEMS SPECIALIST
USER RESEARCH

CLIENTS
CAMBRIDGE BIOTECH WEEK
COCOS CAPITAL
COMPASS FAIRS
DIGITALMINT
FETCHER.AI
FLOODIN
HEYARCHIE.AI
HITWISE
MOREHANDS
OLA
OSDE
UPDATE.AI
YOUTH JUSTICE NETWORK
& MANY MORE...

EDUCATION
UNL
VISUAL COMMUNICATION DESIGN
UCSF
INDUSTRIAL DESIGN /
SCHOLAR IN DESIGN HISTORY
RESEARCH PROJECT

ADDITIONAL TRAINING
UCSF
VIDEO EDITING /
DESIGN THINKING
GOOGLE
BASIC WEB HTML & CSS COURSE
ACAMICA
UX/UI DESIGN
LONDON FUTURE ACADEMY
UX & PRODUCT DESIGN WEEK /
DESIGN LEADERSHIP
DOMESTIKA
BRANDING IN THREE STEPS /
ART DIRECTION FOR CREATIVE
VISUAL BRANDING
PENNY BLACKMORE
SALES TRAINING

RECOGNITION
INNPACTA CONTEST
CCU ARGENTINA - SEMIFINALIST
BRUNI GLASS DESIGN AWARD
2017
BRUNI GLASS - SEMIFINALIST

EXPERIENCE

HEYARCHIE.AI
2025 - NOW / DESIGNER / HEAD OF DESIGN

- Led end-to-end design of an AI-native desktop product, owning UX architecture, interaction design, and visual direction across three major UI iterations.
- Built the product's design system from scratch, establishing components, patterns, and guidelines to support the product as it scales.
- Designed and prototyped the full user experience, from early discovery through high-fidelity screens, working closely with engineering for production-ready delivery.
- Bridged design and development by building a functional Windows app prototype using AI-assisted coding tools, shortening the feedback loop between design and implementation.

PURPLE BUNNY
2019 - NOW / DESIGNER / DESIGN DIRECTOR / PARTNER & DESIGN ADVISOR

- Grew the design function from a team of one to five designers, hiring, mentoring, and setting creative and process standards across all client work.
- Led design direction across 20+ client engagements spanning B2C apps, SaaS platforms, e-commerce, and internal tools, from initial brief through final delivery.
- Authored all design proposals and presentations, translating client goals into design strategy before a single screen was designed.
- Transitioned into a Partner and Advisor role, providing strategic design guidance to clients and supporting the team on high-stakes projects.

MOKA CREATIVE AGENCY
2017 - 2019 / DESIGNER

- Worked across branding, digital products, and web experiences for international events, organizations, and commercial clients.
- Contributed to multidisciplinary projects from concept through final delivery, combining strategic thinking, visual craft, and executional detail.

FREELANCE WORK
SINCE 2012 / BRANDING, SOCIAL MEDIA, EDITORIAL, PRINT & WEB DESIGN

- Built an independent design practice across visual identity, websites, editorial systems, and digital communication, developing strong client management and end-to-end execution skills.