Santiago Pirez Velasco

Senior Director, Product & Design

Product Strategy · Experience · Growth

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Portfolio
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Location
Maine

Profile

Senior Product & Design leader with 10+ years building and scaling digital products, teams, and customer experiences across fintech, payments, mobility, and SaaS. Lead North American product and design strategy for experiences serving 500K+ monthly customers, connecting customer needs, product strategy, data, and commercial priorities to measurable business outcomes. Experienced scaling multidisciplinary organizations, defining portfolio strategy and operating models, and transforming complex enterprise experiences into simpler, higher-performing products.

Work Experience

Senior Director, E2E Product Experiences & Design — North America

WEX | Mar 2026 – Present | Portland, ME

- Lead Product and Design strategy across WEX's North American fleet portfolio, shaping customer experience, portfolio priorities, and growth opportunities across products serving **500K+ monthly customers.**
- Lead a multidisciplinary organization of **15+ product managers, designers, and researchers** across 8–12 concurrent initiatives, connecting product strategy, design, research, and execution.
- Partner with executive and senior leaders across Product, Engineering, Data, Commercial, Operations, and Customer Service to define **roadmaps, OKRs, investment priorities, and measurable business outcomes.**
- Established a cross-functional product operating model that increased accountability and decision velocity while connecting investments to **revenue, adoption, retention, and customer satisfaction.**
- Champion continuous discovery, experimentation, analytics, and customer research to identify growth opportunities and prioritize the highest-value customer and business problems.
- Build and develop product and design leaders while creating a culture of ownership, customer obsession, experimentation, and measurable impact.

Product Design Director

WEX | Jul 2025 – Mar 2026

- Led a multidisciplinary organization of **15 designers and researchers** supporting 8–12 initiatives across fleet and payments and serving **500K+ monthly users** across the U.S. and Canada.
- Scaled Design and Research from **7 to 15+ team members in 18 months**, integrating both disciplines into a unified organization and operating model.
- Focused product, design, and research investment on the highest-traffic customer experiences, contributing to a **20% reduction in customer service calls while improving retention and NPS.**
- Directed the evolution of Billing and Purchase Controls experiences, increasing product adoption and engagement across customer segments.
- Embedded analytics and customer research throughout product development, connecting experience decisions to **adoption, conversion, retention, and customer satisfaction.**

Senior UX Designer

WEX | Mar 2021 – Jul 2025

- Led a team of five designers responsible for UX strategy and execution across North American fleet and payment products.
- Led large-scale redesigns of Billing and Purchase Controls experiences, contributing to a **25% YoY increase in adoption.**
- Built and scaled a unified design system across multiple product lines, **reducing design and development time by 40%.**
- Established customer research and usability testing practices that improved product quality, consistency, and decision-making.
- Mentored designers and researchers while strengthening collaboration across Product, Engineering, and Commercial teams.

UX Designer

UX Designer — WEX | 2018–2021

- Designed end-to-end experiences across North American mobility and over-the-road products.
- Used field research, usability testing, and customer interviews to influence product roadmaps and **reduce onboarding time by 20%.**
- Developed responsive experience frameworks later adopted across multiple platforms.

UI/UX Designer

KarmaPulse | 2016–2018

- Designed AI-powered analytics products interpreting Spanish-language social sentiment.
- Created a modular design system that **accelerated feature delivery by 50%.**
- Partnered with Data Science and Engineering to simplify complex analytics for enterprise customers.

Earlier experience

Designer & Brand Manager — Deezer Mexico | 2014–2016
Designer & Brand Manager — 100 Montaditos Mexico | 2013–2014

Core skills

Product & Strategy

Product Strategy · Product Discovery · Portfolio Strategy · Product Roadmapping

Design & Experience

Product Design · UX Strategy · Design Systems · Customer Experience

Leadership

Design Leadership · Team Building · Cross-Functional Leadership · Stakeholder Management

Data & Business

Analytics · OKRs & KPIs · Growth · Fintech & Payments

Tools & methods

Figma · FigJam · Jira · Product Analytics · User Research · ChatGPT · Codex · Prototyping

Languages

English
(Native)

Spanish
(Native)

French
(Intermediate)

Education

Master's Degree, Web Design & Engineering
Universidad Internacional de La Rioja (UNIR) | 2017–2018

B.A. / Bachelor's Degree, Interactive Design
Universidad Iberoamericana | 2012–2016