

Maximiliano Avendaño Rincón

Product Designer & Design Engineer · Design Systems

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PROFESSIONAL SUMMARY

I lead the Claro Chile Design System as Design System Specialist: design tokens, components, Storybook documentation, and agent and MCP server workflows that connect Figma to code. I design, prototype, and build interfaces with React, TypeScript, and Tailwind CSS, with accessibility built in. My background is in communications and customer experience, which I now bring to product and engineering work.

PROFESSIONAL EXPERIENCE

Design System Specialist — Claro Chile

Jan 2026 – Present

Santiago, Chile · Hybrid

Leading the creation of Claro Chile's design system from the ground up. I work on the design tokens, components, and documentation so that Figma and code share a single foundation.

- Define primitive and semantic design tokens across multiple brands and light and dark modes, with naming kept consistent between design and development.
- Organize the system in dedicated Bitbucket and GitHub repositories with versioning, a changelog, and adoption guidelines.
- Document components in Storybook with use cases, edge cases, accessibility guidance, and visual regression testing.
- Build workflows with CLI agents and MCP (Model Context Protocol) servers that connect Figma to code, automate tasks, and validate interfaces alongside engineering.

UX/UI Designer → UI Specialist — EPAM NEORIS

Jan 2023 – Dec 2025

Santiago, Chile · Client: Cencosud

Designed fintech, SaaS, and retail products, with a growing focus on design systems and on the tooling that brings design and development closer together.

UI Specialist @ Cencosud

Jun 2025 – Dec 2025

Bridged Figma interfaces, code components, and the development team's environment.

- Integrated Figma Code Connect with reusable React and Tailwind CSS components.
- Set up MCP servers to give GitHub Copilot and Cursor design context.
- Proposed modular architectures and workflows for reviewing design decisions from the IDE.

UX/UI Designer @ Cencosud

Jan 2023 – Jun 2025

Designed product interfaces and flows grounded in user needs and business goals.

- Built and maintained an atomic design system (Atomic Design) with design tokens, accessibility, and multi-brand support.
- Created high-fidelity prototypes and validated them with users and the product team.
- Partnered with engineering in agile squads to ensure designs were implemented faithfully.

CX Analyst — CorreosChile

Jan 2020 – Dec 2022

Santiago, Chile

Worked on digital customer service and customer experience (CX) analysis, using inquiries and complaints to identify where the service needed to improve.

- Helped implement the social media help desk with Adereso Desk and Tikket.
- Analyzed interactions by customer, channel, topic, and satisfaction, and prepared monthly reports with improvement proposals.
- Managed cases and tracked response time, resolution, and satisfaction metrics.

Community Manager → Social Media Manager — Idea Colombia

May 2017 – Dec 2019

Caracas, Venezuela · Remote

Managed content, digital presence, and campaigns for De'Longhi, AirOn, Ariston, and LG Studio.

Social Media Manager

Dec 2017 – Dec 2019

Coordinated content calendars, brand identity, and digital campaigns.

- Planned content and SEO/SEM and paid media campaigns, including Google Ads.
- Analyzed results to refine each brand's strategy.

Community Manager

May 2017 – Dec 2017

Created content and visual assets tailored to each brand's audience and positioning.

- Scheduled posts with SocialGest and Hootsuite and prepared content grids.

Multimedia Journalist — Efecto Cocuyo

May 2016 – May 2017

Caracas, Venezuela

Produced editorial and audiovisual content to report the news and explain complex topics.

- Produced and edited video pieces in Adobe Premiere and After Effects.
- Wrote news stories, proposed a visual direction for social media, and created motion graphics templates.

SKILLS

Design Systems: Design Systems, Primitive and semantic design tokens, Multi-brand theming, Light and dark modes, Atomic Design, Component libraries, Documentation, Versioning and changelogs, Adoption guidelines.

Product Design: Product Design, UX/UI Design, High-fidelity prototyping, User validation, UX Writing, Responsive design, Accessibility.

Front-End Development: React, TypeScript, Tailwind CSS, CSS Custom Properties, Storybook, Visual regression testing, Git, GitHub, Bitbucket, Swift and SwiftUI (personal projects).

Figma and Automation: Figma, Figma Variables, Auto Layout, Component Properties, Figma Code Connect, Figma plugins, MCP (Model Context Protocol) servers.

AI Tools: Claude Code, Codex, ChatGPT, Antigravity, Gemini, OpenCode, GitHub Copilot, Cursor, CLI agents.

Methodologies: Agile squads, Scrum, Lean Management, Design Thinking.

Communications and Customer Experience: Customer Experience (CX), Interaction analysis and reporting, SEO/SEM, Google Ads, Social media management, Adobe Premiere, Adobe After Effects, Motion graphics.

EDUCATION AND CERTIFICATIONS

Front-End Development Essentials — Universidad de Chile · Nov 2023

Fundamentals of interface and software development.

UI Design, UX Design, and UX Writing — Udemy · Dec 2022 – May 2023

Three certifications in visual design, user experience, and content design.

Design Thinking, Scrum, and Lean — Universidad de Chile · Dec 2023 – Sep 2024

Design Thinking (Sep 2024), Scrum Essentials (Jan 2024), and Lean Management (Dec 2023).

Bachelor's Degree in Social Communication — Universidad Santa María · 2012 – 2017

Training in research, writing, and communication.

Data Science — Universidad de Chile · Jul 2023

Complementary training in data analysis.

SELECTED PROJECTS

- **Bardo para Mac** (macOS · On-device transcription): Your conversations, ready to read, listen to, and search.
- **Comando** (macOS): Your Mac's terminal, as a conversation.
- **Bardo** (Discord · Web · Mobile): Docs, meetings, and tasks, right inside Discord.
- **Syntaxer** (Figma plugin): The code syntax of your variables, ready for every platform.
- **Tokens to Code** (Figma plugin): From Figma variables to CSS and Tailwind.
- **Properties Copycat** (Figma plugin): Set up one instance. Reuse its properties.
- **Sort your variants** (Figma plugin): Variants organized into rows, columns, and groups.
- **Export Component Metadata** (Figma plugin): Your component data, outside Figma.

