Felipe Mandiola

Product Designer

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I'm a business grad dedicated to product design and code, based in Santiago. I co-founded PetMatch (an adoption platform backed by Nestlé), worked at Checkeados, and collaborated with teams like Platanus, Honey by PayPal, and PaperCrowns. I've been designing since I was 15 and it's what I love doing most.

Experience

PetMatch
Jul 2024 - Jul 2025

Co-founder

Centralizing pet adoption from fragmented social media into a national directory. Designing for two worlds: digital-native adopters and low-tech shelter admins.

- Facilitated 1,000+ adoptions and +1,000 DAUs in 12 months.
- Captured 10% market share of national adoptions.

Checkeados
Apr 2023 - Jul 2025

Product Designer & Frontend Developer

Redesigned the entire digital experience of Chile's leading used car marketplace, working closely with a growth-hacking agency.

- Increased leads by 200% in 6 months by analyzing screen recordings to redesign the acquisition flows.
- Reduced CPCo by 52% through funnel analysis to streamline the checkout process.
- Boosted conversion rates by 155% using event tracking to redesign key conversion touchpoints.

Ellingsen Group
Sep 2021 - Aug 2023

Visual & 'Lead' Designer

Developed brand identity and strategy for Norwegian tech holding, contributing to successful fundraising efforts.

- Helped secure +$500K USD in funding by designing and writing pitch decks, and iterating over and over after meetings.
- Huge impact on brand recognition by creating the identity for the holding and all their subsidiaries (+12).

Freelance
2016 - Present

Collaborated with Platanus, Honey by PayPal, and PaperCrowns on various design and development projects.

Education

Universidad Adolfo Ibáñez
Mar 2026 - Jun 2026

Teaching Assistant — UX Workshop & UI Seminar

Universidad Adolfo Ibáñez
Mar 2021 - Mar 2026

Business Administration with a Master's in Innovation and Design

Le Wagon
Feb 2023 - Sep 2023

Web Development Bootcamp

90% merit-based scholarship