Ignacio Bastías

Senior Product / UX-UI Designer

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PROFILE

Product designer. I studied audiovisual direction and worked in music before product, and I've been designing for about eight years. Today I lead product design and run operations at RONDA Coop. I co-founded FullTicket, a ticketing platform launching soon, where I lead product. I design and build in React, Vue and three.js, then measure. I use AI agents to build and iterate faster. Every decision is mine.

EXPERIENCE

FullTicket — Ticketing platform, Chile. Launching soon

2025 to present

Co-founder, Product Lead

- Design the whole experience, from the brand to the moment someone opens their ticket at the door.
- Design and build the buyer flows on mobile and desktop: discovery, seat map, checkout and My Tickets.
- Designed the gift flow: a buyer sends a ticket, the recipient opens it in 3D and keeps it.
- Created Ticketin, the brand mascot, rigged for in-app animation.
- Built a desktop venue map editor for producers.
- Took the gift opening from 3 to 14 fps and cut the Gifts screen load from 2.7 to 0.7 seconds.

RONDA Coop — Music distribution cooperative, Chile

Jan 2025 to present

Product Design & Operations Lead

- Lead product design for the new artist platform: the flows artists use to release and manage their music.
- Created Rondi, the mascot for RONDA's AI agent, launching soon.
- Built the public site.
- Run release operations: onboarding, metadata review, distribution, royalties and support.
- Turn daily friction into product changes and QA, built with AI agents alongside the team.

ronda.coop

RetroPixel — Own product

2026

Direction, design and build

- Browser tool that turns photos into console-era images, with Dither, ASCII and drawing modes.
- Designed it for touch: press and hold to see the original, or flip the result into 3D.
- PNG, GIF and WEBM export on desktop and mobile.

retropixel.app

Beast Discos — Independent record label

2020 to 2026

Label Manager

- Remade the label's brand and built its new website.
- Grew the social channels and designed most of the gig posters for the label and its artists.
- Ran marketing, distribution and communications for releases.

Music & Film

- **Club de Carta Inglesa:** songwriter, guitar and keys, and art direction for the band: covers, identity and music videos. Directed "Jugar al futbol" and "Vibraciones".
- **Festival REC:** led accreditation and production (2025), tour manager (2023). Content and video editing for Escudo.
- Freelance brand, web and video work since film school. Esports team management for VALORANT rosters (2020 to 2023).

TOOLS

React, Vue, Next.js, TypeScript, three.js, Canvas/WebGL, Supabase, Cloudflare Workers. Claude and Codex agents, orchestrated in Orca.

EDUCATION

Audiovisual & Multimedia Direction. Universidad Católica de la Santísima Concepción, 2015 to 2018.

Advanced Diploma in Music Industry. IMI Chile, 2021 to 2022.

LANGUAGES

Spanish native. English professional.