

DAVID SAMUDIO CASTILLO

Customer Experience & Design Leader | Banking & Fintech | AI-Enabled Research & Product Building

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SUMMARY

Customer experience and design leader with 10+ years across banking, startups and consulting. At Banistmo, shifted the design team from delivering recommendations to owning redesigns end to end, including a credit card acquisition flow that raised digital conversion by 75%, while growing research from 5 to 51 studies a year and bringing AI into the research process. Co-founded Vivva (€85K Rockstart seed) and Te Escucho Panamá, Panama's first national mental health helpline, launched in 45 days. Teaches Design Thinking and AI at IESA.

EXPERIENCE

Customer Experience Design Manager | Banistmo (Grupo Financiero BSC)

Apr 2024 – Present

Led the bank's design capability (service design, design research, UX/UI) in the CX area of a universal bank with ~600,000 clients and 38 branches. Distinguished Employee nominee 2025 (1 of 13 across 2,100+ employees).

- Shifted the team from delivering recommendations to owning redesigns end to end. Led the digital credit card acquisition flow from discovery to launch (Jul 2025), cutting form fields and splitting decisions into simpler screens; conversion rose from 2.0% to 3.5% (+75%) in three months versus the prior 12-month baseline. Applied the same approach to the salary advance onboarding.
- Scaled design research from 5 studies in 2023 to 27 in 2024 and 51 in 2025, and founded the bank's first eye-tracking Experience Lab, informing product and business decisions across lending, cards, savings and investments.
- Brought AI into research operations: rolled out Dovetail across the CX team (2024) and its AI analysis (2025), and trained the assurance team to run its own studies.
- Designed every survey in the Medallia Voice of Customer program (~173,000 signals a year).
- Part of the CX team that moved Banistmo from 5th to 2nd in Panama's national consumer recommendation ranking (+24 NPS).

Customer Experience Design Team Lead | Banistmo

Sept 2021 – Apr 2024

- Led customer-expectation research and micro-behavior interventions in three pilot branches (2021 to 2022), lifting NPS by 20 points.
- Co-created a knowledge base for branch executives, reaching 80% adoption in its MVP phase.
- Centralized 8 designers from scattered business units into a single design function (Mar 2024) and wrote the Design Master Plan for scaling people, processes and tools; trained 40 professionals in Design Thinking.

Customer Experience and Innovation Consultant | IZO Panama & Value Chain Management

Sept 2018 – Aug 2021

- Delivered journey maps, psychographic segmentations, CX guides and survey designs for 10 leading companies in banking, insurance, health, retail and construction.

Product Manager and Co-founder | Vivva (formerly MapTasking)

Sept 2016 – Sept 2018

- Owned the product roadmap and customer research; led the pivot from security to merchandising software, tripling sales in six months.
- Raised a €85,000 seed investment from Rockstart Accelerator (Amsterdam) and expanded from Panama to Colombia.

VENTURES & LEADERSHIP

Executive Director and Co-founder | Te Escucho Panamá

Apr 2020 – Mar 2024

- Took Panama's first national mental health helpline from concept to operation in 45 days.
- Served 5,000+ people, intervened in 200+ high-risk cases and trained 250+ volunteers in active listening.

Co-founder | Hola Iguana

2019 – 2021

- Built a Panamanian product brand end to end: product design, manufacturing and import from China, and sales of 500 units. Featured by [Foundr Magazine](#) for its results.

Volunteer, Regulatory Drafting Team | Panama Crypto Bill

2021

- Contributed digital asset expertise to the team drafting Panama's cryptocurrency framework ([Proyecto de Ley 697](#)).

AI BUILDS AND TEACHING

- **Asistente Nora** (2026): shipped a WhatsApp scheduling agent for psychologists end to end with a co-founder (Next.js, Supabase, Twilio, Claude API) and tested it with real psychologists from the Te Escucho network.
- **las826.com** (2026): launched a curated World Cup ticket drop platform to solve a personal need and pivoted twice on user feedback (supply to demand, for-profit to non-profit).
- **Curio AI** (2026): built an agentic survey platform orchestrating five specialized agents in AI Study Camp's Vibe Coding program (remote, San Francisco-based faculty).
- **Lecturer, Design Thinking and AI**, IESA (Aug 2025 – Present).
- **Writer**, [davidsamudio.substack.com](#): series on building AI products as a non-developer.

EDUCATION

BSc Civil Engineering, University of Arkansas, Fayetteville, USA. Minor in Sustainability, Honors Program, Cum Laude.

PROFESSIONAL DEVELOPMENT

- AI Study Camp, Vibe Coding Foundations Program, remote with San Francisco-based faculty (2026)
- 2Brains Academy: Design Mindset & Data Analytics (2025)
- IZO Customer Experience Management (2023)
- DesignOps: Scaling User Design and User Research, Nielsen Norman Group (2023)
- Human Centered Design Certification, IZO Bogotá (2019)
- Mandarin Language Immersion, Confucius Institute Beijing (2019)

LANGUAGES

English and Spanish (fluent). French (B1). Portuguese (conversational).