



# Sayuri Santibáñez

## Senior UX Designer

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[LinkedIn](#) | [Portafolio](#) | [Medium article 1](#) | [Medium article 2](#)

👋 I'm a Senior UX Designer specializing in UX design and UX strategy, with 5+ years of experience across personal projects and full-time roles. My background in Project Management (5+ years) and Web Development (1.5 years) gives me a well-rounded perspective on digital experiences. I thrive on creative, out-of-the-box solutions, leveraging the latest UX, UI, and technology trends to deliver innovative designs. Passionate about user-centered experiences and attention to detail, I'm always eager to learn and stay ahead in the fast-evolving tech world. Let's create something impactful! 🚀

## Experience

**Senior UX/UI software designer, SESOL AB (Via MT3 technologies)** Nov 2022 - Present | Jönköping, Sweden

### Key Responsibilities

- Led UX research, UI design (Figma), and design system implementation (Figma) for mobile and web applications.
- Conducted user research, competitive analysis, and usability testing, driving data-informed decisions.
- Designed wireframes, user flows, prototypes, and high-fidelity screens for seamless experiences.

### Project Overview

- Customer Mobile App (iOS & Android): Enabled users to track solar energy and battery consumption, savings, and EV charging, improving engagement.
- Internal Web Platform: Streamlined workflows for sales, project coordination, and installation teams, enhancing efficiency.

**UX Designer III, Wizeline** Feb 2020 - Oct 2022 | Guadalajara, Jalisco, México

### Key Responsibilities

- Led ideation, wireframing, UI design (Figma), and prototyping for multiple client projects.
- Conducted quantitative and qualitative user research, providing data-driven insights that helped clients make strategic business decisions and improve user experiences.
- Facilitated workshops and collaborated in client-facing meetings to align goals.
- Worked on projects directly contributing to company revenue.

### Projects' Experience

- E-commerce: Designed Customer Mobile App (iOS & Android) and web version, and admin portal Web Platform, developed user flows, conducted qualitative research, user testing, and workshop facilitation.
- Fintech: Performed competitive analysis, ideation, user flows, qualitative & quantitative research, and wireframing (Customer Mobile App and web version).
- Bot Mitigation & Protection Software: Conducted competitive & data analysis, leveraged Gainsight for retention and path analysis reports, and executed quantitative user research.

**UX Designer, IBM** Jan 2019 - Feb 2020 | Guadalajara, Jalisco, México

### Key Responsibilities

- Defined pain points for users and business, ensuring alignment with goals.
- Created user flows, personas, wireframes, mockups, and prototypes for responsive designs for a web application.
- Collaborated with POs, BAs, developers, and stakeholders to balance business needs and technical constraints.
- Conducted user research and iterative testing to refine designs.
- Applied Lean UX and Agile methodologies for an efficient design process.
- Implemented and adhered to the IBM Design System for consistency (Figma).

### Project Overview

Led UX efforts in migrating an outdated tool to a new platform, enhancing functionality while maintaining key workflows. Focused on improving user experience, usability, and efficiency within an Agile framework.

**Web Project Manager, IBM** Jan 2014 - Jan 2019 | Guadalajara, Jalisco, México

### Activities

Project management, team coordination, communication with clients (digital strategists and portfolio managers) and development team (developers and QA), leadership, and people management.

**Web Developer Jr., IBM** Sep 2012 - Jan 2014 | Guadalajara, Jalisco, México

### Activities

Development, understanding complexity, and considering the effort, time management, teamwork, collaboration, and communication.

**Education Bachelor's degree Computer Systems Engineering** Instituto Tecnológico de Zacatecas Aug 2007 - Feb 2011

**Languages** English: Fluent | Spanish: Native | Swedish: Learning

**Skills** Decision Making | Problem Solving | Adaptability | Storytelling | Visual Design | UX research (qualitative & quantitative) | Wireframing | UX strategy | Workshop facilitation | Decision Making | Creativity | Business savviness | Figma | Prototyping | Collaboration & Teamwork | Design systems |

**Courses** How to Design for Augmented and Virtual Reality at IxDF | UI Design Patterns for Successful Software at IxDF | UX Management: Strategy and Tactics at IxDF | Get Your Product Used: Adoption and Appropriation at IxDF | Human-Computer Interaction - HCI at IxDF | Certified Scrum Product Owner (CSPO) at Scrum Alliance | Certified Scrum Product Owner (CSPO) at Scrum Alliance | User Research — Methods and Best Practices at IxDF |

**References** Niclas Johansson | +46 70 604 57 74 | IT-chef - IT | **Sesol**  
Anna Maria Tolk | +46 72 209 84 36 | Säljare - Försäljning | **Sesol**