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SAYURI SANTIBÁÑEZ CORONADO

Senior Product & UX Designer

FRONT-END & Generative Art enthusiast

About me

I'm a Senior UX Designer with 7+ years of experience designing user-centered digital products in complex, technical domains such as renewable energy, fintech, and enterprise platforms. I focus on turning complex workflows and system constraints into clear, usable experiences through research-driven design, systems thinking, and close collaboration with engineering and product teams.

Skills

- Decision Making
- Problem Solving
- Adaptability
- Storytelling
- Information architecture
- UI Design
- Business savviness
- Figma
- Workshop facilitation
- Prototyping
- Collaboration & Teamwork
- Design systems
- Visual Design
- UX research (qualitative & quantitative)
- Wireframing
- UX strategy
- Creativity

Step by step process

My approach is rooted in UX principles and adapts to both new product design (with a strong focus on UX strategy) and redesign projects. I integrate **AI** strategically to enhance research synthesis, automate repetitive analysis, and generate design concepts, enabling teams to focus on higher-value problem-solving and innovation.
In Agile environments (Lean UX), I use **AI-enhanced** analytics and predictive insights to inform decisions, accelerate feedback loops, and ensure product quality aligns with both user needs and business objectives.

Research

- Stakeholders and user interviews (screening process, face-to-face/videoconference interviews, surveys)
- Competitive and Marketing research
- Identify user needs and pain points (Design Thinking, assumptions, hypothesis)
- Identify business needs (Prioritization matrix)
- User story mapping

Analysis

- Develop (assumption personas, personas, end users)
- Create user flows/journeys (Figjam, Keynote, Mural, Miro, Figjam)
- Affinity diagram
- User statments
- User cases
- Affinity diagrams and debrief

Design

- Sitemap (Mural, post-its, Miro, Figjam)
- Sketching (Balsamiq, paper)
- Wireframes (whiteboard, figma)
- High fidelity designs (Figma)
- Prototypes (Figma)
- Design systems implementation
- Review sessions with stakeholders, clients and development team

Test

Quantitative and qualitative research
- Usability evaluation
- Usability testing
- Proof of concept
- Metrics analytics
- Findings debrief

Deliver/Implement

- UI mockups
- Prototypes
- Development team and stakeholders handoff

Tools

Gainsight
mixpanel
hotjar
OPTIMAL WORKSHOP

Experience

Nov 2022 - Present | Jönköping, Sweden

Senior Product Designer (UX/UI), SESOL AB

Sole designer for a customer-facing mobile app and an internal web platform. Took on Product Owner duties to define roadmaps and prioritize features aligned with business and technical goals. Built a cross-platform design system to streamline development and ensure consistency. Partnered with dev, QA, and stakeholders to translate complex requirements into high-impact, feasible design solutions, ensuring smooth implementation and reducing rework.

Feb 2020 - Oct 2022 | Guadalajara, Jalisco, México

UX Designer, Wizeline

Led a 5-designer team on an e-commerce platform redesign. Contributed to UX research and strategy across fintech, e-commerce, and cybersecurity. Conducted workshops and delivered prototypes and design specs for cross-platform tools, aligning client expectations and technical constraints with user needs in close partnership with U.S. and Mexico-based dev teams and clients.

Jan 2019 - Feb 2020 | Guadalajara, Jalisco, México

UX Designer, IBM CIO Partner Ecosystem organization

Designed enterprise platforms using IBM's Carbon Design System, contributing to IBM Partner Plus and other global tools; Drove alignment with international teams and presented design proposals to senior stakeholders, ensuring adoption of consistent patterns across global platforms.

Sep 2012 - Jan 2014 | Guadalajara, Jalisco, México

Project Manager, IBM Marketing Services Center - WEB

Key Responsibilities

- Led global IBM.com web projects, managing timelines, budgets, and stakeholder alignment across cross-functional teams.

Jan 2014 - Jan 2019 | Guadalajara, Jalisco, México

Web Developer Jr., IBM Marketing Services Center - WEB

Key Responsibilities

- Built responsive UI components and CMS-driven sites for IBM.com, collaborating with designers and developers.

Case studies - Design & Implementation

Case studies that highlight my ability to turn research findings into clear, thoughtful UX/UI solutions across web and mobile.

Solar energy mobile app

Energy Market Design | Renewable Energy | Mobile Application | UX Research | UX Strategy | Product Design | B2C | B2B | Design System | Solar Energy | FCR & Ancillary Services

** Unfortunately, since the project is confidential because of my employer's NDA contract, it isn't possible to share more details about the design deliverables. If you have any questions about the process or any particular aspect of the project, let me know.*

Employer

sesol

Key results

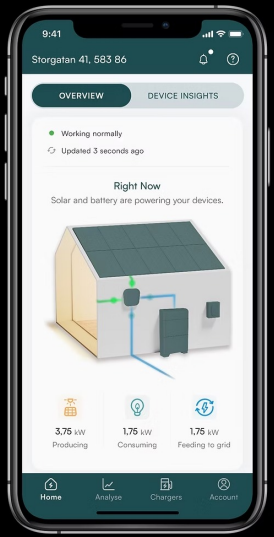
- 30% engagement
- 35% less onboarding issues
- 25% faster UI development time

About the project

Designed a mobile app for a leading solar energy company in Sweden and Norway to help customers monitor energy usage, manage EV charging, and optimize battery storage and energy savings.

Role in the project

Sole UX/UI Designer, responsible for end-to-end UX and UI design, from research, competitive analysis, and information architecture to high-fidelity UI, design systems, and collaboration with product, engineering, marketing, and QA.



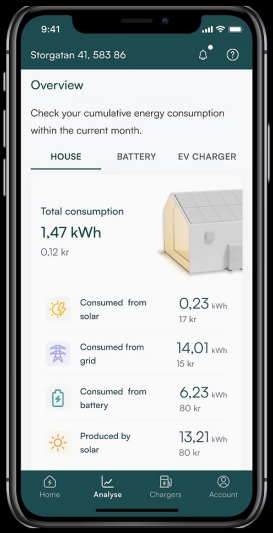
View full online case study

Chosen solutions

- Translated complex energy and market logic into clear, user-friendly flows
- Designed scalable UX/UI for iOS and Android
- Built and maintained a design system
- Defined post-launch UX research strategy (metrics, Mixpanel, surveys)
- Contributed to early research and UX concepts for a Virtual Power Plant (VPP) management tool

Outcomes

- UX/UI delivered and aligned with native mobile guidelines
- Product reached pre-launch phase (Q2 2025)
- Launch paused due to internal reprioritization, not design or UX issues



Key strengths demonstrated

Complex systems · UX strategy · Research-driven decisions · Design systems · Cross-functional collaboration · Designing for new markets (Nordics)

Future vision: Expanding toward Virtual Power Plant (VPP) management

Project paused in Q1 2025 before development.

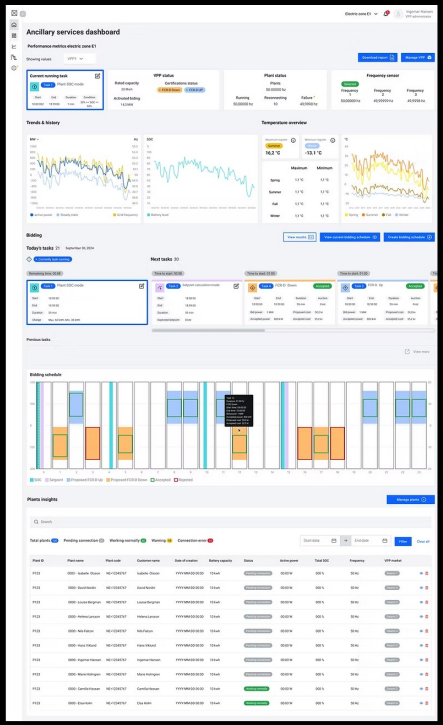
In parallel, I contributed to early research and design concepts for a Virtual Power Plant (VPP) management platform, enabling participation in energy markets through ancillary services (e.g., FCR).

My work focused on:

- Understanding regulatory and market requirements (Svenska kraftnät)
- Mapping user goals and information architecture
- Designing wireframes for administrative dashboards

Although the project was paused before development, it provided valuable experience designing UX for complex, regulated energy systems and demonstrated how user-centered design can support scalable, sustainable energy solutions.

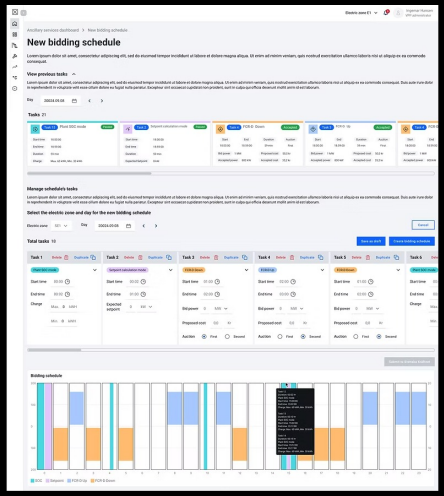
Ancillary services dashboard



The dashboard was designed to provide the VPP administrator with a quick overview of trends and historical data, including temperature insights and ongoing operational status. It also displayed tasks currently in progress, organized along a real-time 24-hour timeline showing past, ongoing, and planned activities.

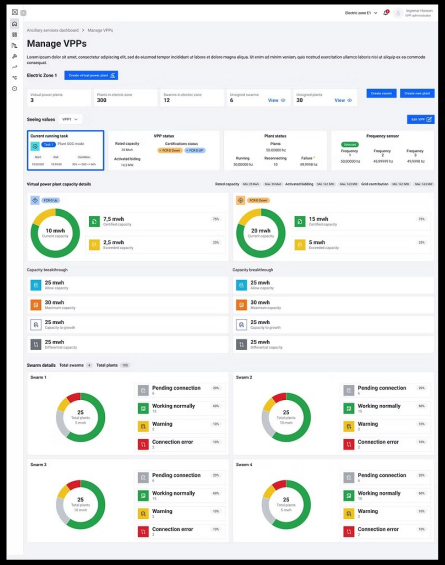
The dashboard allowed administrators to manage operational tasks (except for accepted bids), giving them control over whether the VPP should store or inject energy into the grid based on system conditions. It also provided an overview of plant statuses, enabling quick actions when necessary.

Create bidding schedule



The bidding schedule view illustrated how administrators could plan and configure bidding activities. Once tasks were scheduled, defining FCR direction, set-point calculation points, and state-of-charge (SOC) targets, they could be submitted to Svenska kraftnät for review.
According to the market rules, the administrative panel also allowed future bid submissions to be scheduled in advance.

Manage Virtual Power Plant



Additionally, the administrative panel enabled the management of VPP capacities in relation to planned and submitted bids. This view provided detailed insights into capacity utilization as well as an overview of swarms and plant performance.

Solar installation management web app

Renewable energy | Desktop Application | UX Research | Product Owner Role | B2C | Design System | Product Design | UX Strategy

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Employer

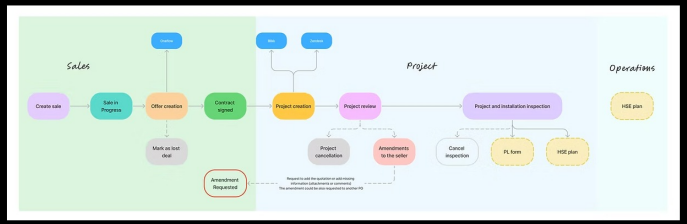
sesol

Key results

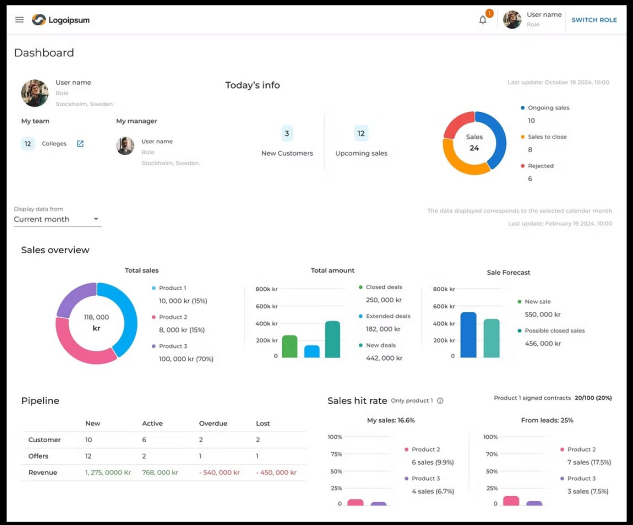
- 45% faster sales creation
- 35% less project management workload
- 30% faster UI development time

About the project

Redesign and migration of an internal web application for a solar energy company to centralize data and streamline workflows across sales, project coordination, and installation teams. The goal was to replace an outdated, fragmented system with a scalable platform that improved efficiency and reduced operational friction.



New simplified system workflow (sale and project statuses)



Sellers' Dashboard

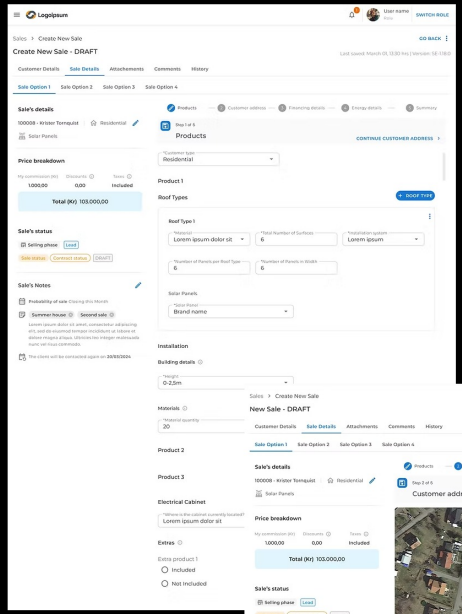
Role in the project

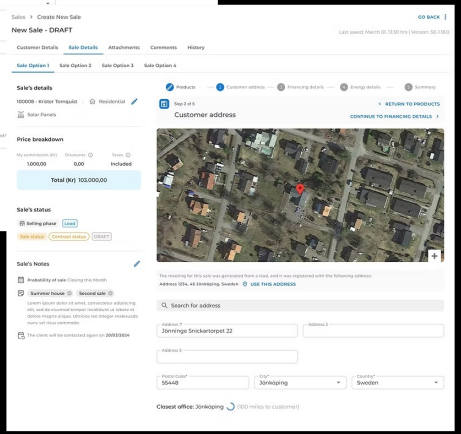
Sole UX/UI Designer, leading end-to-end UX design. Responsible for research, process mapping, personas, user flows, wireframes, UI design, and close collaboration with product owners, developers, QA, and stakeholders.

View full online case study

Chosen solutions

- Conducted user and stakeholder interviews to identify pain points in the existing system
- Mapped current (“as-is”) workflows and defined improved future-state flows
- Designed personas to represent sales, coordination, and installation users
- Redesigned navigation, information architecture, and core workflows
- Introduced and implemented a scalable design system (MUI)
- Defined UX metrics and research strategies (interviews, surveys, Hotjar) to measure impact





Outcomes

- 45% reduction in time required to complete sales creation
- 35% reduction in time spent on project management tasks
- Improved data centralisation and workflow clarity across teams
- Application actively being implemented and used internally

Key strengths demonstrated

Complex internal systems · Workflow optimization · UX research · Design systems (MUI) · Cross-functional collaboration · Designing for multiple user groups

Future work: Centralised Sales & Operations integration (HubSpot + internal tools)

Research and stakeholder interviews revealed fragmented data and inefficient handoffs across sales, contracts, and installation workflows. Based on these insights, HubSpot was identified as the central system to unify operations and enable scalability.

Key drivers

- Repeated manual data entry across multiple tools
- Inconsistent customer and deal information
- Slow handoffs between sales, contracts, and project teams
- Limited visibility into deal and installation status

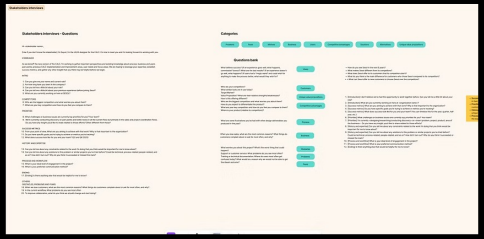
Next design focus

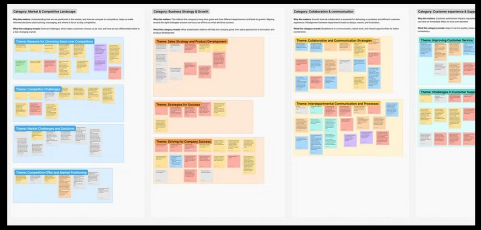
- Define cross-system user flows and handoff logic
- Establish permissions and roles for sales teams
- Design error-handling patterns for data conflicts
- Create a single source of truth to support automation and analytics

New system: Research-Driven design improvements

These screens represent the next iteration of the system, informed by user interviews, stakeholder sessions, and cross-team workflow mapping. Research highlighted gaps in clarity, data consistency, and handoff friction between sales, project coordination, and installation teams.

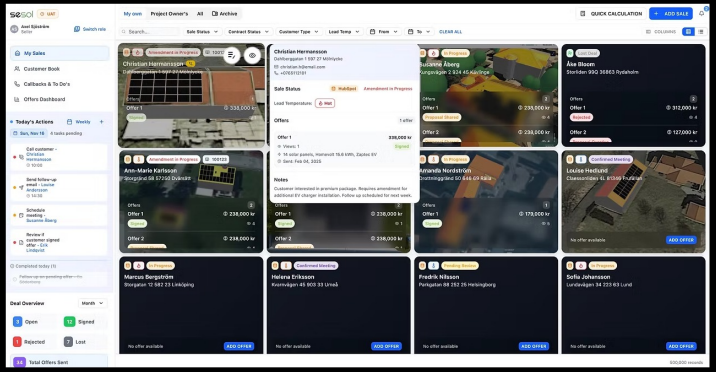
The designs focus on reducing cognitive load, improving data accuracy, aligning terminology across teams, and preparing the interface for future integrations (e.g. HubSpot, Visma, and project documentation flows). All decisions are grounded in real user feedback and stakeholder validation to support both operational efficiency and long-term scalability.



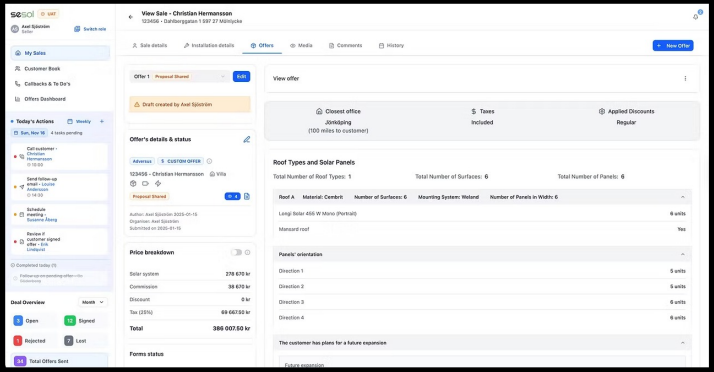


Stakeholder interviews, categories and themes

New system



Dashboard view



View sale

Bot mitigation and protection software

Gainsight Reports | Metrics & Analytics | UX Optimization | UX Strategy | Quantitative Research | B2B | Competitve analysis

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Client

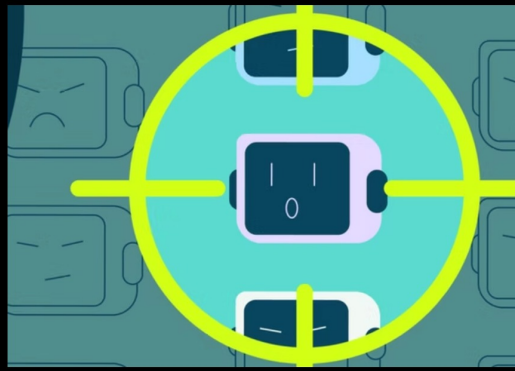
F5

Key results

- 30% drop in traffic detected
- Retention insights and reports via Gainsight
- Redesign proposals delivered

About the project

Quantitative UX research project for F5 Inc., a leading application security and multi-cloud company. Their bot mitigation and protection platform had experienced a 30% drop in traffic and usage, prompting the need to understand user behavior, identify drop-off points, and inform a redesign strategy to re-engage clients.



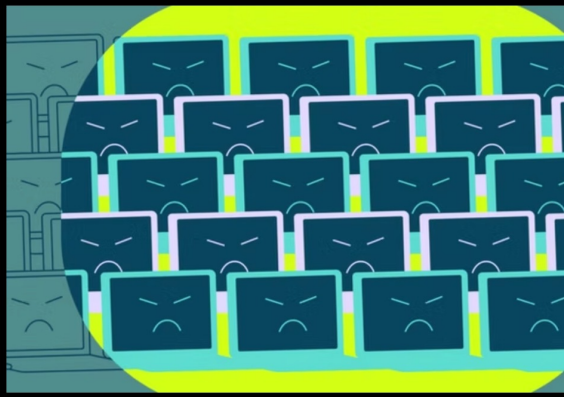
Role in the project

UX Researcher (Quantitative), responsible for data analysis, insight generation, and research-driven recommendations to support the redesign of the platform.

View full online case study

Chosen solutions

- Analyzed user behavior using Gainsight (path analysis, retention, churn, and drop-off points)
- Identified critical friction points and underused features driving reduced engagement
- Translated complex, technical product data into clear, actionable insights
- Conducted competitive analysis and feature benchmarking to inform UX direction
- Developed a structured reporting strategy to track patterns and trends over time
- Presented concise, research-backed recommendations to stakeholders and design teams

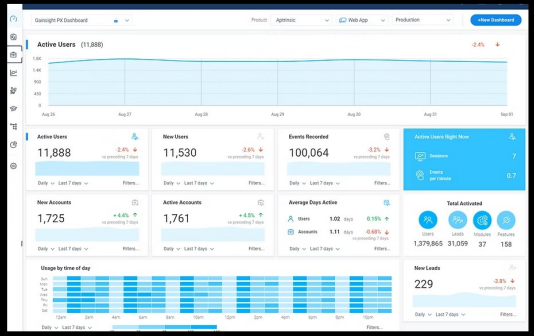


Outcomes

- Research insights adopted as input for the redesigned bot protection platform
- Improved alignment between user behavior, product strategy, and UX decisions
- Strengthened client trust and buy-in through clear, data-driven recommendations
- Established a repeatable analytics and reporting framework for future UX evaluation

Key strengths demonstrated

Quantitative UX research · Data-driven decision making · B2B / security platforms · Complex systems · Stakeholder communication · Turning analytics into product strategy



Enhancing Decision-Making with Gainsight PX Dashboard

I leveraged the Gainsight PX Dashboard to gain real-time visibility into user behavior, helping my client make quick, data-driven decisions during their website redesign. The dashboard provided key insights into user engagement, feature adoption, and drop-off points, allowing us to identify issues early and adjust strategies on the fly.
By having instant access to critical user data, we could prioritize improvements efficiently, ensuring a more seamless user experience. This project showcased my ability to use analytics tools for agile decision-making and UX optimization.

User Drop-off Analysis Using Gainsight PX

Conducting an in-depth user behavior analysis using Gainsight PX's Path Analyzer helped to identify key drop-off points in the user journey and provide data-driven recommendations to enhance user retention and engagement.
Approach

- I ran a Path Analyzer report in Gainsight PX to map the most common user flows.
- Identified critical drop-off points where users were leaving the site before completing key actions.
- Analyzed user behavior patterns to understand possible friction points.

Insights & Impact

- The analysis revealed specific pages and interactions where users disengaged, highlighting UX pain points.
- Presented actionable recommendations to the client, aligning insights with their website redesign strategy.
- Helped prioritize UX improvements that streamlined navigation, reduced friction, and improved conversion rates.

Driving Retention with Gainsight PX User Retention Report

I used the User Retention Report in Gainsight PX to analyze how users were engaging with my client's platform over time. This report provided key insights into retention trends, helping us understand where users were dropping off and what features kept them engaged.
With this data, I identified opportunities to improve user retention by optimizing onboarding, enhancing key features, and addressing friction points. My insights helped the client implement targeted strategies to boost engagement and long-term user loyalty. This project highlights my ability to use analytics for data-driven retention strategies and product optimization.

Case study UX Research & Strategy

Projects that showcase my expertise in user research, uncovering key insights that drive strategic decisions, improve product experiences, and align business goals with user needs.

Future of digital payments

Fintech | Mobile & Desktop POC | UX Research | Retail | E-Commerce | Competitve analysis | B2C

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Client

Walmart

Key results

- Defined future payment methods as POC for retail and e-commerce
- Research-driven strategy
- Competitive analysis (Fintech and India's and China's payment methods)

About the project

UX research and design project for Walmart, focused on defining the future of digital payments for the Mexican market across physical and online stores. The goal was to explore payment solutions that balanced innovation, technical feasibility, and real user needs within a context of low trust in banks and high cash usage.

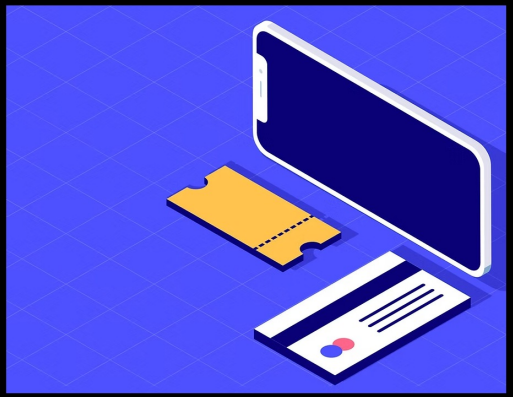
Role in the project

UX Researcher (qualitative and quantitative) and UX Designer, working as part of a team of three UX designers. Responsible for research, synthesis, and design proposals.

View full online case study

Chosen solutions

- Conducted competitive analysis of digital payment solutions (fintechs, banks, retailers)
- Researched global payment trends, with deep dives into India and China
- Led user interviews with low–mid tech-savvy users to understand trust, habits, and pain points
- Facilitated stakeholder interviews to align business goals with user expectations
- Designed and prototyped digital payment concepts grounded in research insights
- Balanced innovation with technical and market feasibility for the Mexican context



Outcomes

- Defined short-, mid-, and long-term strategies for Walmart's digital payment evolution
- Proposed an MVP QR-code payment solution for online and in-store checkout
- Client launched a pilot program, currently in use in selected online stores
- Improved checkout experience and user satisfaction

Key strengths demonstrated

UX research · Fintech & payments · User trust & behavior · Strategy & MVP definition · Stakeholder alignment · Designing for emerging markets