

Sayuri Santibáñez

Senior UX Designer · Product Designer

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Professional Summary

I'm a Senior UX/Product Designer with 6+ years of experience crafting meaningful digital products that solve real problems. I specialize in turning complex systems into simple, accessible, and human-centered experiences. My approach blends UX strategy, UX research, and design execution with a clear understanding of technical feasibility and business context.

I've worked across E-commerce, Fintech, and Renewable Energy—always focusing on usability, design systems, and collaboration with cross-functional teams. Whether building from scratch or iterating on existing tools, I care about creating thoughtful, scalable solutions that actually work.

Currently based in Sweden with full work authorization (no sponsorship required) and open to relocation within the country. Actively learning Swedish (A2 level) and committed to long-term integration into the Swedish tech community.

Skills

- UX/UI Design: Wireframing, Prototyping, Accessibility, Visual Design, Design Systems
- UX Research: User Interviews, Usability Testing, Qualitative & Quantitative Research
- Product Thinking: Cross-functional Collaboration, Design Strategy, Scalable Systems
- Tools: Figma, Figjam, Miro, Jira, Trello, Adobe Creative Suite
- Methodologies: Design Thinking, Agile (Scrum/Kanban), Lean UX

Experience Highlights

SESOL AB - SENIOR UX/UI DESIGNER

Jönköping, Sweden · Nov 2022 - Present

- Owned UX and UI design for mobile and web platforms in the renewable energy sector.
- Conducted user research, usability testing, and implemented scalable design systems.
- Designed from scratch a customer-facing mobile app for solar energy monitoring and an internal platform for workflow and project management.

Key Outcomes:

- Enhanced usability and engagement for end users tracking solar panel, battery, and EV data.
- Improved operational efficiency across sales, project coordination, and installation workflows.

WIZELINE - UX DESIGNER

Guadalajara, Mexico · Feb 2020 - Oct 2022

- Led design efforts for various digital products across multiple industries and clients.
- Facilitated design workshops, conducted user research, and drove data-informed UX decisions.

Key Projects:

- E-commerce: MVP definition, designed user flows, mobile and web interfaces, qualitative and quantitative research and usability testing.
- Fintech: POC definition, delivered competitive analysis, qualitative and quantitative research, and contributed to product strategy.
- Security tools: Focused on UX improvements considering quantitative research, data visualization, and retention flows.

IBM - UX DESIGNER

Guadalajara, Mexico · Jan 2019 - Feb 2020

- Conducted UX research and designed responsive interfaces for enterprise tools.
- Collaborated with engineering and product teams to modernize outdated applications using IBM Carbon Design System.

Education

B.Sc. in Computer Systems Engineering - Instituto Tecnológico de Zacatecas, México

Aug 2007 - Feb 2011

Certifications & Courses

- Certified Scrum Master (CSM) & Certified Product Owner (CSPO) - Scrum Alliance
- UX Management & Strategy, HCI, User Research, UI Design Patterns - Interaction Design Foundation

Languages

- Spanish - Native
- English - Fluent
- Swedish - A2 level, actively learning and committed to integration

Publications & Writing

- *5 reasons to love remote facilitation* - Medium (Co-authored)
- *The Metamorphosis: Transitioning from Software Engineer to UX Designer* - Medium (Co-authored)