Sayuri Santibáñez
Senior UX Designer | Product Designer
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PROFESSIONAL SUMMARY

Senior UX/Product Designer with 7+ years of experience across Fintech, E-commerce, and Renewable Energy, backed by 13 years in digital product roles including project management and front-end development; skilled in end-to-end design from research to implementation, with a strategic, technically fluent, and collaborative approach as sole designer for both customer-facing and internal platforms.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer - SESOL AB
Nov 2022 - Present I Jönköping, Sweden

One of Sweden's leading solar energy companies, focused on sustainable tech and energy transition.

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.

UX Designer - Wizeline
Feb 2020 - Oct 2022 I Guadalajara, Mexico

Global consultancy delivering digital products for Fortune 500 clients.

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.

UX Designer - IBM
Jan 2019 - Feb 2020 I Guadalajara, Mexico

Enterprise leader in cloud, AI, and global-scale design systems.

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.

EARLIER EXPERIENCE

Web Project Manager - IBM
Jan 2014 - Jan 2019 I Guadalajara, Mexico
Led global IBM.com web projects, managing timelines, budgets, and stakeholder alignment across cross-functional teams.

Front-End Developer Jr. - IBM
Sep 2012 - Jan 2014 I Guadalajara, Mexico
Built responsive UI components and CMS-driven sites for IBM.com, collaborating with designers and developers.

PROJECTS

Customer-Facing Mobile App - Solar Monitoring & EV Charging (Sesol AB)

Drove +30% engagement, cut onboarding issues by -35%, and reduced UI dev time by 25% through a scalable design system; project reached pre-launch but was paused due to internal reprioritization.

Internal Web App - Sales & Project Installation Management (Sesol AB)

Cut sales creation time by 45% and project management workload by 35%. Took on Product Owner responsibilities to align roadmap with business goals. The platform became core to business strategy during Sweden's solar industry downturn.

E-Commerce Platform - Betterware (Wizeline) - *(Mexico's largest catalog retailer, listed on Bolsa mexicana de valores & NASDAQ)*

UX Designer & Design Lead

Redesigned mobile, desktop, and admin experiences for a growing e-commerce platform (200,000 users in Mexico); led and scaled a 5-designer team while aligning UX strategy with business goals and user needs.

Fintech POC - Walmart De México (Wizeline)

UX Researcher & Designer
Led qualitative and quantitative UX research to define innovative online and in-store payment experiences; co-created future-focused product strategy, wireframes, and workshops with a 3-person UX team.

Security Platform - F5 Inc. (Wizeline)

Quantitative UX Researcher
Conducted quantitative UX research to investigate a 30% usage drop in a bot mitigation SaaS platform; used Gainsight to analyze churn and retention trends, delivering actionable design recommendations.

SKILLS

- UX Research & Strategy: User interviews, surveys, usability testing, competitive analysis, affinity mapping.
- UI/Visual Design: Wireframing, prototyping, high-fidelity mockups, design systems.
- Tools: Figma, FigJam, Miro, Adobe Creative Suite, Jira, Trello.
- Methodologies: Design Thinking, Agile (Scrum/Kanban), Lean UX.
- Collaboration: Cross-functional team leadership, stakeholder engagement, workshop facilitation.

EDUCATION

B.Sc. in Computer Systems Engineering - Instituto Tecnológico de Zacatecas, México.
Aug 2007 - Feb 2011

CERTIFICATIONS & COURSES

- Behavioural Design - Hyper Island.
- 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).