

# Lex Sánchez

## Senior Product Designer

UX/UI & Interaction, Design Systems, Design, Enhancing User Experience Across Platforms

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## About Me

As an experienced Product Designer with over 8 years under my belt, I specialize in crafting modern interfaces through design systems. Collaborative team player adept at streamlining processes for efficiency. My expertise lies in overseeing designs from concept to completion, developing innovative solutions, and devising strategic product roadmaps.

## Experience

### Gartner | Capterra, Senior Product Designer, Oct 2021 – Now

- Pioneered 9-month strategic CRO roadmap for Capterra's SEM pages, driving significant product growth and elevated user satisfaction.
- Conducted thorough competitive analysis, developing groundbreaking brand strategy for Capterra's SEM pages that boosted conversion rates.
- Implemented agile methodologies streamlining team operations, achieving 35% efficiency gain to accelerate CRO efforts and foster productive environment.
- Developed comprehensive UI library in Figma, enhancing SEM page UX by 40% and directly improving conversion rates.
- Spearheading major visual design overhaul with Principal Visual Designer to reinforce brand identity, optimize user experience, and solidify Capterra's market positioning.

### Wavehouse Group, Lead Product Designer, Dec 2021 – May 2023 [Startup - Side Project]

- Led development of Wavehouse Group's inaugural admin dashboard, streamlining workflows and setting a high bar for design innovation in the startup space.
- Drove design initiatives for website and program builder solutions, leveraging intuitive understanding of user needs to triple active users and session durations.
- Closely collaborated with the CEO to integrate key revenue-boosting features into designs, directly contributing to doubling company revenue.
- Implemented effective processes at Wavehouse to foster seamless design and development synergy, critical for scaling the rapidly growing startup.

### AIRE Ancient Baths, UX/UI Designer & Art Director, Sep 2018 – May 2021

- Redesigned the website layout, boosting user engagement by 20% and reducing bounce rate by 15%.
- Conducted A/B testing on mobile layouts, achieving 4.8-star average user rating and 90% retention rate.
- Co-led comprehensive rebranding and imagery overhaul, crafting a modern, cohesive visual identity aligned with the company's evolving vision.

## Education

- Founderz & Microsoft: Master degree, Artificial Intelligence & Innovation (1 year, 2023)
- Serravi: Master degree, Game Design (1 year, 2022)
- Google: Master degree, UX/UI Design (1 year, 2021)
- Ironhack: Master degree, UX/UI Design (2 year, 2021)
- LaBasad: Master degree, Art Director in Communications (2 year, 2018)

## Skills

Core Expertise: Design Systems, UX/UI, Interaction Design, Design Strategy, Mobile/Web Apps, User Research, UX Audits, Testing, Wireframing, Prototyping.

Key Focus Areas: Product vision aligned with business. User-centric solutions for clients. Data-informed enhancements. Profitable, engaging designs. Cognitive insights driving engagement.