Sergio Riquelme Sánchez

Pronouns: He/Him I Product Designer (UX/UI) I London I Open to Full Remote & Hybrid
Portfolio: www.sergioux.com I email: sergioriquelmesanchez@gmail.com I mobile: +44 07523912312 I
LinkedIn profile: www.linkedin.com/in/sergioriquelme/

Summary

I'm looking for a Product Designer role at a mission-driven company where I can create impactful, user-focused digital products. As a Product Designer I have experience in user-centred design (UCD), wireframing, prototyping, market research, and branding. Also skilled in creating and refining design systems, token libraries, improving user flows, and managing projects from concept to delivery.

Experience

Senior Product Designer & Product Designer at Quester (London), 2023 – Present

- Redesigned the entire product according to a new Design System resulting in a 5x increase in valuable actions post-MVP launch and a 50% reduction in Time-to-Value.
- Designed revenue-generating features leading to the company's first £7k MRR.
- Created a foundational design system in Figma to enable us to build reusable components and speed up the time taken to iterate streamlining design cycles.
- Implemented a tokenisation system to enhance workflow efficiency between product and development teams.
- Utilised research methodologies to drive product decisions, and integrate frameworks like the North Star Metric.
- Created wireframes and early prototypes applying user-centered design to it. Optimised user flows reducing churn rate.
- Applied Design Thinking to ideate innovative features in a competitive, high-pressure environment.

UX & Digital Designer at McFit (Berlin, Freelance), 2020 – 2022

- Designed and prototyped 1,000+ marketing assets in Figma with a global and cross-functional team.
- Led handover process to ensure successful execution of international campaigns with distributed development team under tight deadlines.
- Coordinated projects with key stakeholders for the design of artwork across three countries for global campaigns.

Senior Copywriter at Sra. Rushmore Creative Agency (Madrid), 2014 – 2017

- Contributed to ideation and design of campaigns for ING Direct, generating over €300k in turnover
- Ideation and delivery of digital designs for a client portfolio of over 3M€
- Collaborated with 7 national clients and global brands on creative concepts and solutions

Senior Copywriter at VCCP Creative Agency (Madrid), 2012 – 2014

- Generated €500k+ from new clients through successful ideation and pitch efforts
- Won over 25 international awards, contributing to International company recognition
- Achieving the recognition of the most awarded agency of the year.
- Established the agency as one of the most fast-growing client portfolio companies in the market

Education

- Google UX Design Certification at Coursera, 2022-2023
- Workshop UX Design and Workshop UX Research at General Assembly, London, 2022
- UX Researching & UX Writing Courses at Domestika, Remote - London, 2022
- BA of Advertising at the University of Murcia: Product Design, Branding, Strategy, Research.

Side projects

Developed and managed personal projects involving HTML & CSS, industrial design, and strategic thinking. Generating sales and brand recognition for over €100k.

Mug eCommerce Tazas Venenosas, 2016 - 2019

Led a personal project developing a viral brand of designed mugs with. Achieved significant press impact with €50k+ in earned media. Gaining experience in supply chain management

Hard Skills

UX/UI Design, Figma Libraries and components, Design Systems, Wireframing & Prototyping, Design Thinking, User Research, Usability Testing, HTML & CSS, Copywriting, Strategic Thinking, Figma, Miro, Maze, PostHog, Hotjar, Google Looker, Adobe Xd, Adobe Creative Suite, Analytics, Wordpress.