

Wagner Henriquez

Portfolio: <https://www.wagnerhenriquez.com>

Remote / Worldwide (Latam)

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Why you should hire me?

Hey there! I'm a Senior Product Designer **designing since 2016**, creating solutions across banking (**B2B/B2C**), healthcare (**B2B/B2C**), connected hardware and marketplaces. I've worked 100% remotely for years, and I love building things for the web.

Skills

- Product design
- Design systems
- UX research
- B2B & B2C
- Web & mobile
- Agile

Tools & Software I Use

- **Design:** Figma & Adobe Suite
- **Ideation:** Miro & Whimsical
- **Research:** Dscout & Maze
- **Docs:** Jira, Confluence & Azure
- **AI:** Claude Code & Lovable
- **Code:** HTML, CSS & JavaScript

Recent Work Experience • 100% Remote

Pebblebee

Senior Product Designer

Mar 2025 to present

The companion app for Pebblebee's Bluetooth trackers, on iOS and Android.

- Led end-to-end design of the new app and the web setup, taking the product from MVP to a full redesign built around Pebblebee's hardware.
- Built the app's design system from scratch and designed every digital touchpoint for the trackers, working closely with engineering and product.
- After the redesign, the Google Play rating rose from 2.4 to 4.7 on the same listing and downloads grew from 10K+ to 100K+. On the App Store the app holds a 4.9 rating from 138 reviews.

- Returning users went from 64 to 94 for every 100 new users.

Aucto

Senior Product Designer

May 2023 to present, consultant since Mar 2025

A B2B and B2C marketplace for used industrial equipment. ARS is the platform it runs its sales on.

- Redesigned the Sales Order in ARS. A typical order now takes 3 to 6 minutes instead of 6 to 12, and the simplest ones 2 minutes instead of 4, which saves 2 hours to half a day per auction.
- Designed the marketplace and ARS from concept to implementation, with a design system built from scratch, working with developers and product managers.

Cerebral

Senior Product Designer

May 2022 to Mar 2023

A mental health service with 500+ clinicians, most of them paid by the hour.

- Redesigned the patient chart clinicians open before every visit, and the way they take notes. Time spent writing notes dropped 20%, giving back 14 to 15 minutes on every visit.
- Ran research with Dscout and shadow sessions.
- Designed analytics tools and data visualizations to review clinician performance, and maintained the design system.

N5 Now

Product Designer

Feb 2021 to May 2022

Software for banks and insurers, with clients such as Mastercard, Santander and Banesco.

- Designed the onboarding of Swapplet, a dollar account for people in South America, on iOS and Android. Sign-up conversion went from 17.55% to 46.32%, onboarding took 32% less time and about 460 accounts were opened.
- Adapted the N5 CRM with flexible flows to serve clients in banking and insurance.
- Created shared component libraries for the design system and led product development of a team performance dashboard for clients.
- Part of the team of three designers and two project managers behind the product that helped N5 Now win Microsoft's Startup of the Year award in Latin America in 2021.

Freelance

UX/UI Designer

Mar 2019 to Apr 2022

- Redesigned CyberFlix, a free movies and series app for Android phones and Fire TV, as its only designer. Engagement went from 43% to 66%, retention from 40% to 65% and the average session from 16 to 25 minutes.
- Designed the landing page for a Fluencytv.com podcast promotion.

Education

- Bachelor's degree in Graphic Design, 2011 to 2016
- freeCodeCamp: Responsive Web Design Certificate (300 hours) and JavaScript Algorithms and Data Structures (300 hours)
- UX/UI Bootcamp at Coderhouse (58 hours)

Thank you for reading!