

Wagner Henriquez

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

Remote / Worldwide (Argentina)

Hola@wagnerhenriquez.com

+1 (346) 505-6427

Why you should hire me?

Hey there! I'm a Senior Product Designer with **5+ years of experience** creating solutions across banking (**B2B**), healthcare (**B2B/B2C**), and marketplace industries. I have gained valuable experience working remotely and building things for the web.

Skills

- Agile Methodologies
- UI & UX Design
- Research
- Communication
- Teamwork

Tools & Software I Use

- Design: Adobe Suite & Figma
- Ideation: Miro, Whimsical, etc
- Research: Dscout, Maze, etc
- Docs: Azure, Confluence, Jira, etc
- Eng: Chromatic, Github, etc

Recent Work Experience • 100% Remote

Aucto

Product Designer

May, 2023 – Current

- As the only Product Designer at Aucto, I am responsible for shaping the visual and user experience of our B2B & B2C marketplace platform.
- **Responsibilities:**
 - End-to-end design process, from concept to implementation.
 - Establishing and maintaining a design system built from scratch.
 - User-centric focus, ensuring intuitive and engaging experiences.
 - Collaborative work with cross-functional teams (developers, product managers).
- **Expertise:**
 - Design system management for visual coherence throughout the platform.
 - Iterative design approach, incorporating user feedback.
 - Problem-solving for user needs, **business goals**, and technical constraints.
- **Adaptability:**
 - Agile approach in a dynamic startup environment.
- **Impact:**
 - After redesigning the marketplace and onboarding experience, our sign-up conversion rates increased from 19.34% in May 2023 to 51.21% by November 2023, leading to increased revenue in 2024.
 - By improving the ARS System on our SaaS platform, I increased seller satisfaction and reduced listing and fulfillment time by 32%, boosting platform engagement and productivity.

Cerebral

Product Designer

May, 2022 – Mar, 2023

- **Responsibilities:**
 - Streamlining the notes section of the Electronic Medical Record (EMR) system, resulting in a 35% performance improvement and reducing note-taking time from 50 to 32 minutes. This achievement led to significant cost savings for the company.
 - Designing analytics tools and data visualization to review clinician performance.
 - Managing the design system, ensuring its maintenance and conducting regular updates.
 - Conducting research processes in collaboration with stakeholders as needed.
- **Impact:**
 - Achieved a 35% performance improvement from clinicians by streamlining the notes section of the Electronic Medical Record (EMR) system, resulting in substantial cost savings for the company.

N5 Now

Product Designer

Feb, 2021 – May, 2022

- **Responsibilities:**
 - Adapted the N5 CRM with flexible flows to serve multiple clients across diverse sectors such as Banks and Insurance.
 - Created shared component libraries to enhance the Design System and improve the user interface of the product.
 - Led the product development of a team performance dashboard for clients, offering valuable insights into key metrics.
- **Impact:**
 - Successfully collaborated with prestigious clients like **MasterCard**, Banesco, Santander, and others big companies (banks).
 - N5 Now was awarded the title of 'Startup of the Year' by **Microsoft**, and I was part of the team of three designers and two project managers who created the product that helped us win in 2021.

Freelancer

UX/UI Designer

Mar, 2019 – Apr, 2022

I have worked with several companies as a freelancer/contractor creating engaging user interfaces by applying diverse UX and UI solutions, some of this companies are:

- **Kinam360.com**: e-commerce from Mexico designed from scratch
- **Fluencytv.com**: worked for a podcast promotion creating the landing page
- **elementeliquids.pe**: e-commerce from Peru

Projects in Production

Between 2020 and 2023

You need the password at the top to access my portfolio!

- **Cerebral**: click to see the case study.
- **Cyberflix**: click to see the case study and download the app, available for Android
- **Swapplet**: click to see the case study and download the app for iOS or Android

Education

- Bachelor’s degree in graphic design
 - From 2011 to 2016
- FreeCodeCamp.org:
 - Responsive Web Design Certificate (300 hours)
 - JavaScript Algorithms and Data Structures (300 hours)
- UX/UI Bootcamp at Coderhouse (58 hours)

Thank you for reading!