Guillermo Sánchez
Product designer and UX/UI

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🔗 **Portfolio:** www.gpachecus.com
Bē **Behance:** https://www.behance.net/guillermo_sanchez
in **Linkedin:** www.linkedin.com/in/guillermo-sanchez-fdez-pacheco

Summary

With **eight years of experience** as a Product and UX/UI Designer, I've specialized in **scaling UX design in complex environments, with a focus on technologies and design systems.**

I enjoy working in teams and **have worked with multidisciplinary groups, collaborating with project managers, developers, product owners, and various stakeholders** to create strategic design and business solutions for companies like: **Prezero, Cepsa, Ferrovial or Engie.**

I am fascinated by how the best design is invisible, which is why I have become highly familiar with research techniques such as **customer journeys, user interviews, surveys, usability testing, or A/B testing.**

I design using **user-centered principles and methodologies,** applying them in **end-to-end projects** from research and ideation to prototyping, testing, and implementation.

Experience

Jan. 2015 - Dic. 2024
Visual Technology Lab (VT-Lab)
Madrid

Lead product designer and UX/UI

- **Research, prototyping, design, and implementation of a multi-device UX/UI interface for a SaaS platform.** Defined product architecture and user flows, achieving 80% adoption as measured by the adoption rate.
- **Creation of a scalable design system based in Figma,** achieving a 35% reduction in design and development time, accelerating milestones and objectives.
- **Collaboration and coordination with development, business, product, and marketing departments,** aligning goals, solving problems, and supporting the implementation of designs.
- **Design of over 20 digital products for clients such as Prezero, Cepsa, Ferrovial, Engie ...,** using technologies such as websites, apps, Point Cloud, ARKit, ARCore, Meta Quest, or Digital Twins.
- Applied **research techniques, user research, and feedback analysis,** leading to a 30% reduction in usability errors, measured through funnels, Google Analytics, Hotjar, and other tools.
- **Organization and delivery of workshops, training sessions, academic collaborations and talks**
- **Corporate rebranding** resulting in a 10% improvement in key KPIs such as brand recognition, conversion rate, and engagement across digital platforms."
- **Research, design, and development of the corporate website** in collaboration with the business and marketing departments, improving loading speed by 30%.

Jul. 2016
Freelance
Madrid

RR.SS brand identity: Lison

- **Design, creation, and implementation of a personal brand,** resulting in a 10% increase in contacts.

Skills

Prototype, flows and wireframes (Figma expert) • End-to-end design • Accessibility (WCAG)
UX/UI Principles • Experience with IA • **Design systems (Libraries, tokens, documentation...)**
User research techniques and analysis (Google Analytics, Hotjar, Test A/B, Interviews...)
AGILE, SCRUM and design thinking • Responsive design • **User-centered design (UCD)**

Data-based decissions • Bussines knowledge • **Experience collaborating with IT profiles**
Attention to detail • Feedback reception and critical thinking • **Strategy and product vision**

Tools

- Design & Prototyping: **Figma,** Adobe XD, **FigJam,** Illustrator, **Adobe CC suite,** Photoshop, Miro, Firefly(IA).
- User Research & Analytics: Google Analytics, **Hotjar,** UXCam, SmartLook, Google Forms, Survicate.
- Web & Development: Bootstrap, **Github,** Wordpress, Elementor, WooCommerce, **HTML/CSS,** VS Code.
- 3D modelling: Unity 3D, **Substance Painter,** Rhinoceros 3D, **3D Max.**

Languages

- **English:** Fluent proficiency.
- **Spanish:** Native proficiency.

Education

Santander Open Academy
2025, Madrid

Google: IA and productivity course.

Santander Open Academy
2024, Madrid

Effective Communication course.

Universidad Francisco de Vitoria
2013 - 2017, Madrid

Degree in Design with a specialization in Multimedia and Interactive.