



Sebastian Dominguez
UX Product Designer

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Innovative and detail-oriented **UX Product Designer** with a proven track record of delivering **data-driven solutions** that enhance user experiences and streamline workflows. Skilled in **data visualization, information architecture, and gamification**, with extensive experience leading the design of **complex B2B and B2C** products. Adept at cross-functional collaboration, conducting user research, and driving product adoption through user-centered design strategies.

Experience

Genius Sports

UX Product Designer

Nov 2021 - Present

Role & Responsibilities

- Designed and led the development of 4 data-driven CMS products, improving sports event management and marketing campaign workflows, resulting in an increased operational efficiency.
- Facilitated collaboration across multiple time zones and teams, reducing response times through improved communication strategies.
- Enhanced the design system by refining over 30 components, ensuring consistent visual and functional standards across all products.
- Conducted 15+ user interviews and workshops with internal and external stakeholders to validate user personas and define key product inputs.
- Created intuitive data visualization flows for agnostic sports events, significantly improving content accessibility and clarity.
- Led A/B testing and developed high-fidelity prototypes, optimizing product adoption and user satisfaction.
- Implemented gamification strategies in CMS products, increasing internal user engagement.

Bizagi Engineering

UX Product Designer

Mar 2020 - Nov 2021

Role & Responsibilities

- Developed a CMS from testing to production, successfully attracting over 150,000 active users within 6 months of launch.
- Served as the lead designer for the Portals team, managing 3 products simultaneously and delivering features that improved usability and user satisfaction.
- Conducted 4 UX workshops to promote best practices among development teams, enhancing collaboration and the overall product design process.
- Designed high-fidelity prototypes and conducted usability tests, uncovering key pain points and improving task completion rates by 80%.
- Defined taxonomy structures and information architecture to streamline usability and adaptability across B2B and B2C products.
- Created and validated user personas to support new feature development, aligning team objectives with user needs.
- Maintained the design system through rigorous QA sessions, ensuring UX and UI consistency in all products.

Before working as UX product designer I worked in different creative agencies in **Creative Production and Digital Design** roles designing interactive web and printed experiences. Visit my [LinkedIn](#) for more details.

Education

The Interaction Design Foundation

- Information Visualization
- Interaction Design for Usability
- Gamification - How to Create Engaging User Experiences
- UI Design Patterns for successful software

Udemy

- The complete front-end web development course
- Figma UI/UX Advanced

Fundación Universitaria Los Libertadores

- Bachelor Degree - Graphic Design

Skills

- Product Design | UX Research | Information Architecture
- Data Visualization | Gamification Strategies | Taxonomy Design
- Accessibility Design | Prototyping | UX Testing
- Collaboration & Leadership | Stakeholder Management | Adaptability
- Empathy-Driven Design | Communication

Tools

- Figma | Sketch | InVision | Adobe Suite | Miro
- Framer | WordPress | HTML5 | CSS