

Valentina Sanchez

Product Designer · UX Research · Systems Thinking · Stakeholder Management

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PROFILE

Product Designer with 6+ years of experience turning complex, regulated systems into clear, usable solutions, from a 32,000 m² shopping and office centre in Mexico to 70+ EV charging sites across Germany. Architect (B.Arch.) with an M.A. in Design Management focused on smart cities and mobility. Currently completing a 4-month Product Design bootcamp, where I took a 0→1 mobile learning product end to end: research, IA, Figma prototyping, usability testing and KPI definition. I bring structured problem-solving, close collaboration with engineers and a warm, curious, people-first way of working: the colleague who kept a 20-person crew motivated and on deadline.

SKILLS

Design craft	End-to-end product design · Interaction design · Information architecture · User flows · Wireframing & prototyping (low to high fidelity) · Visual design & style tiles · Design systems & component libraries · Accessibility (WCAG 2.2, BFGS)
Research	User interviews · Surveys · Usability testing (think-aloud) · Affinity mapping · Personas · Journey & story mapping · Competitive analysis · Business Model Canvas
Product	Problem framing (HMW) · MVP scoping & prioritisation · Hypothesis-driven design · HEART framework · North Star & KPI definition · Experiment design (A/B test cards)
Systems	Systems thinking · Translating technical & regulatory constraints into design · Roll-out planning · Documentation standards · Agile ways of working
Collaboration	Stakeholder management · Cross-functional work with engineers · Team leadership & motivation (20-person crew) · Clear communication across disciplines and cultures (4 languages, 3 countries) · Client presentations & pitching · Workshop facilitation
AI	AI-assisted research synthesis & ideation · Vibe coding / exploratory prototyping (Lovable) · Working with LLMs as a design tool (Claude, ChatGPT, NotebookLM)
Tools	Figma · Miro · Lovable · Monday.com · AutoCAD · Revit · SketchUp · Lumion · Photoshop · InDesign
Languages	Spanish (native) · English (C1, fluent) · German (B2, professional working) · French (B1)

PRODUCT DESIGN EXPERIENCE

06 – 10/2026	Product Designer, Case Study – Learning Reflection App Digitale Leute School, Product Design (UX/UI) Bootcamp · Remote · Solo 0→1 mobile product – Led discovery through 3 in-depth user interviews, a survey of 11 learners and desk research; the research reframed the problem from “people forget what they learn” to “stored knowledge rarely becomes applied knowledge.” – Synthesised findings through affinity mapping into 3 behaviour-based segments, a primary persona and a solution-neutral HMW; benchmarked Readwise, Duolingo, Notion, Day One and ChatGPT and took one design principle from each. – Designed the IA and the core Capture → Reflect → Apply → Review loop, and made an explicit MVP scope cut (in scope vs. future) that mentors singled out as a highlight. – Moved from lo-fi wireframes to a high-fidelity Figma prototype with a style tile, reusable components, a 4-column mobile grid on an 8-pt system, and an accessibility checklist. – Ran think-aloud usability tests on the mid- and high-fidelity prototypes (n=3 each round) and identified the Reflect → Apply step as the main friction point (2 of 3 participants hesitated at “Save & Apply”); prioritised fixes P1–P3 for the next iteration. – Defined success metrics with the HEART framework: North Star “applied insights per active user per week”, insight-to-action conversion and review return rate, plus an event-tracking plan and an A/B test card with a ≥10% success threshold.
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PROFESSIONAL EXPERIENCE

2025 – 2026	Career Transition: Architecture Internship & Career Coaching – 3-week architecture internship at Ostermann Architekten, Hamburg (03/2026) and the “Next Step” career coaching programme (GRONE); used both to decide on a move into product design.
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2023 – 2025

Architect – EV Charging Infrastructure (Junior Architect)

SUMOCO Sustainable Mobility Consulting GmbH · Berlin, Germany (remote)

- Planned 70+ of the ~100 Allego EV charging sites the team rolled out across Germany, plus truck charging sites for Milence and projects for Stadtwerke Lübeck, from site analysis to construction-ready documents.
- Produced plans at four levels of detail (CD15 → CD100), including trench cross-sections with cable routing and dimensions matched to each charger type (AC, DC, high-power charging).
- Built a reusable 3D component library and an AutoCAD block library with a naming and filing system (project ID, CD level, client), so any drawing could be found and reused by the whole team.
- Quantified materials for each site as the basis for cost estimates and roll-out management; created 3D site visualisations used in client pitches and on the company website.
- The only architect in a team of engineers: prioritised the project pipeline and reported status in Monday.com, and turned technical constraints into visuals that clients and stakeholders could decide on.

2020 – 2022

Freelance Architect

Puebla, Mexico · Partly remote, alongside M.A. studies

- Designed residential remodelling projects and a small restaurant from brief to construction drawings; ran client interviews to capture needs, budget and brand identity.
- Presented concepts and visualisations to clients and decision-makers to reach clear design decisions.

08/2018 – 2020

Resident Architect & On-site Project Manager – Paseo Angelópolis

MENPRI Real Estate · Puebla, Mexico · Working student from 08/2018, full-time after graduation

- Coordinated construction of a 32,680 m² shopping and office centre (2 underground parking levels, ground floor + 4 upper levels), reporting daily to the lead civil engineer.
- Led a crew of ~20 masons, carpenters and finishing trades and kept them motivated to finish critical works on schedule before the COVID-19 lockdown.
- Designed both underground parking levels (7,571 m² each) on a triangular site with a curved column grid, fitting ~250 spaces per level (~500 in total) while meeting Puebla's building-code parking ratios per retail unit.
- Managed design changes during construction (added floor, corridor roof, switch from concrete to steel), kept as-built plans matching the building 1:1, and secured the city's opening permit on schedule.
- Selected materials and finishes, quantified areas and volumes (m²/m³) and defined installation details for the crews; prepared presentations and lettable-area plans with the leasing team.

EDUCATION

2020 – 2022

M.A. Design Management – Smart City Design

Macromedia University of Applied Sciences, Berlin

- CityLAB Berlin – “Viable Bergmannkiez: Optimizing Traffic Flows” (team of 4): researched delivery logistics in the new Bergmannstraße pedestrian zone and developed design proposals with logistics experts; featured on the CityLAB Berlin blog (2022).
- Industry projects with Deutsche Telekom (participatory planning toolbox for citizens and city administrations), the District of Charlottenburg-Wilmersdorf (Mierendorffplatz) and Mercedes-Benz (feature and business model recommendations for the “Bertha” app).
- Thesis: digital curbside management, i.e. how digitalising street space can optimise its allocation for mobility, access and safety in German cities.

2014 – 2019

B.Arch. Architecture · GPA 9.0/10

Tecnológico de Monterrey (ITESM), Mexico

- Exchange semester at Universidad Nebrija, Madrid (2017) · Finalist, INFONAVIT CIDS social housing competition (2018) · Prototype house for post-earthquake reconstruction, Puebla (2017).

LICENCES, CERTIFICATIONS & INTERESTS

Credentials

Licensed Architect, Mexico (Cédula Profesional 11667531) · Product Design (UX/UI) Bootcamp – Digitale Leute School (2026) · Design Thinking – IDEO (2015)

Interests

Completed a HYROX race · Team sports (former school football team) · Ceramics, the best lesson in iteration · Photography, which trains my eye for people and detail · Neuroscience & behavioural psychology · Meeting new people and finding the best café in every Kiez