

CLAUDIA LAHUERTA

Senior Product Designer
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Hello! This is Claudia, a Senior UX/UI designer with 7+ years of experience in B2B products across Consulting, Fintech, and Health. I create customer-centric solutions that balance user needs and business goals. Beyond product work, I'm deeply invested in improving team collaboration, and communication. I actively contribute to shaping design culture and processes, and I'm continuously growing into leadership roles where I can support and guide others while driving product vision forward.

EXPERIENCE

SENIOR PRODUCT DESIGNER

Dentsply Sirona · Switzerland / 2024 - actual

- Design and prototype SaaS solutions for **hardware-driven** dental equipment, such as scanning and manufacturing devices.
- Collaborate on product roadmaps and lead ideation workshops, aligning cross-functional teams across the DS Core ecosystem.
- Oversee UX for **5+ key devices** within the DS Core ecosystem, ensuring consistency and usability across platforms.
- Driving **AI integration** within our product workflows.
- Support **team growth from 15 to 35** members by shaping onboarding, restructuring design rituals, and establishing scalable Figma and meeting systems.

PRODUCT DESIGNER

Avaloq · Switzerland / 2022 - 2024

- Design B2B enterprise software and **SaaS solutions** for the finance industry, mainly focusing on investment advisors and portfolio managers.
- Build pixel-perfect prototypes using design systems to improve handoffs and delivery speed.
- Conduct **user research** and usability testing with 50+ users to align solutions with business goals.
- Facilitate 5+ cross-functional **workshops** to define workflows and uncover new feature opportunities.
- Introduce and lead design rituals to boost team alignment and efficiency.

UX/UI DESIGNER

DataSocial · Italy / 2021 - 2022

- Develop conceptual and visual representations of future products, including **wireframes, prototypes, and high-fidelity UI**.
- Collaborate with cross-functional teams to understand business and user needs, delivering user-centered solutions that enhanced usability and met objectives.
- Advocate for design-centered changes and refinements, improving workflows and user satisfaction through thoughtful, user-driven solutions.

PROGRAMS

Figma
Adobe
Invision
Jira
Confluence
Miro

SKILLS

Teamwork
Creative
Problem Solving
Proactive
Agile Methodologies
Human-Centered Design
Management Strategy

LANGUAGES

Spanish (native)
Catalan (native)
English (C1 - IELTS)
French (C1 - DALF)
Italian (C1)

PROJECT MANAGER

Trivu · Spain / 2019 - 2020

- Define project scope, objectives, and deliverables; create comprehensive project plans, monitor progress and manage changes.
 - Create a magazine for internal communication and sent to over 5,000 employees.
 - Manage multiple projects simultaneously, prioritizing tasks and maintaining a high level of organization to meet deadlines and expectations.
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VISUAL DESIGNER

Blue Storks · Belgium / 2019

- Support marketing and design efforts in a travel retail start-up by creating graphics for social media, advertising, presentations, and websites.
 - Contribute to corporate communication by developing internal and external presentations.
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VISUAL DESIGNER

Traval Vai · Vietnam / 2018

- Create external communication materials such as flyers and roll-ups.
 - Design patterns for a new product line, contributing to the visual identity and branding of the collection.
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UX/UI DESIGNER

Telefonica · Spain / 2017 - 2018

- Lead new functionalities' co-creation workshops with partners, such as Accenture.
- Support the definition of new product/service Movistar Cloud and Movistar Music, design wireframes, high-fidelity screens, and prototypes.
- Design and run presentations of the new product to our stakeholders.

EDUCATION

+ PhD in UX Design

Universitat Politecnica de Catalunya / 2025 - present

+ Professional SCRUM with UX

Scrum.org / 2023

+ MA UX design and Usability

Universitat Oberta de Catalunya / 2024

+ MA Strategic Design

Politecnico di Milano / 2022

+ Bootcamp UX/UI Advanced

Coder House / 2022

+ BA Communication

Universitat Oberta de Catalunya / 2019

+ BA Design and Branding

Universidad Rey Juan Carlos / 2018