

Susana Sánchez Rivero | UX/UI Designer

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UX/UI Designer and Researcher specialising in ethical design and information architecture. Proficient in qualitative research and behavioural data synthesis. My competitive edge lies in a natural empathy for reading between the lines and connecting hidden patterns in user behaviour paired with trilingual fluency (Spanish, English, French) and an aesthetic sensibility built through photography, for example, translating complex, unspoken user needs from international participants into intuitive Figma interfaces that reduce cognitive friction and drive product value.

Technical Skills

Design Thinking | User Research | Usability Testing | UI Design | Design Systems | High-Fidelity Prototyping
FIGMA | WCAG | Adobe Lightroom | Adobe Photoshop
Claude - HTML / CSS | AI Prompting - Gemini

Languages

Spanish - Native | English C1 | French B2 (DELF Certified)

Projects

End-to-End UX Research & Product Design: Cultiva | (2026)

- Conducted a qualitative and quantitative research study with 22 participants across the US, France, and Mexico resulting in the identification of key cognitive friction points and the validation of the project's information architecture using trilingual semi-structured interviews (English, French, Spanish) and remote usability testing.
- Synthesised behavioural data, mapped User Personas and designed user flows resulting in a validated high-fidelity interactive prototype along with a structured backlog for future iterations using Figma and Maze for remote testing.
- **Impact:** Successfully designed and validated an end-to-end UX/UI solution remotely, effectively bridging language and time-zone differences with international participants.
- **Technical Skills:** Figma, Maze, UX Research, Usability Testing, Information Architecture

Usability Audit & Redesign: Conference Speaker Platform | (2026)

- Executed unmoderated usability testing via Maze and social media and Discord recruitment, achieving a 100% completion rate across 8 participants to identify high-friction navigation points.
- Redesigned key interface screens in Figma based on audit metrics, improving task efficiency and visual hierarchy for speaker selection.
- **Impact:** Transformed raw behavioural data into a high-fidelity functional prototype that addressed specific user drop-off points.
- **Technical Skills:** Usability Testing (Maze), Figma, High-Fidelity Prototyping, UI Redesign, Data-Driven Iteration, Metrics & Analytics.

UX Research: Netflix Navigation & Content Discovery | (2025)

- Conducted cross-cultural 1:1 interviews (Spanish/French) and qualitative analysis to identify decision fatigue, resulting in 5 strategic design recommendations to reduce search friction and "Legacy" user resistance.
- Analysed user mental models regarding "digital refuge" and algorithm bias, creating a roadmap to improve local content visibility and profile security controls.
- **Impact:** Identified critical pain points causing subscription churn, translating emotional user feedback into actionable UX improvements for global audiences.
- **Technical Skills:** UX Research, User Interviews, Qualitative Data Analysis, AI-Assisted Synthesis, Insight Reporting

Professional Experience

Sanrivero Photo | **Independent Photographer & Content Creator** | Mexico & France 2016 - 2025
Independent photography practice specialising in portraiture, gastronomy, and commercial visual storytelling.

Responsibilities:

- Planned and executed 1:1 and group photography sessions across Mexico and France, tailoring client communication in English, French, and Spanish.
- Partnered with local brands and creative teams on set to capture alignment with their brand identity and campaign goals.
- Managed full end-to-end business operations, including website design, contract negotiation, invoicing, and print production.

Key Achievements & Impact:

- **Brand Impact:** Produced editorial images for high-profile regional brands and retailers, including *Galeries Lafayette Bayonne* & *Katxi Klothung*.
- **Client Retention & Trust:** Sustained a 100% independent freelance practice for nearly a decade across two countries, developing strong long-term client relationships across diverse demographics (from nurseries to senior care facilities).
- **Operational Efficiency:** Managed 100% of backend workflows independently, maintaining operational sustainability and zero project delivery delays over 9 years.

Jakinola Maison des Langues | **Language Facilitator** | France 10/2024 - 03/2025

Responsibilities:

- Facilitated interactive Spanish and English conversation groups, adapting pedagogical material to individual learning styles and fluency levels.
- Guided groups of up to 10 children through play-based learning activities using observational and empathetic approaches.

Key Achievements & Impact:

- **Engagement & Retention:** Maintained high participation and continuous engagement across all age groups through customised, activity-based learning modules.
- **Cross-Cultural Adaptation:** Successfully designed and delivered multilingual content in a French professional environment, expanding the facility's reach for young learners.

Pepe Soho Gallery | **Client Relations & Gallery Operations** | Mexico 2017- 2018
High-end fine art photography gallery specialising in luxury sales and international client relations.

Responsibilities:

- Guided art collectors and international gallery visitors through high-value fine art purchases by articulating the storytelling, composition and emotional value of the artwork.
- Oversaw international shipping, post-sale logistics, and daily administrative gallery operations in a high-volume retail setting.

Key Achievements & Impact:

- **Sales Performance:** Directly contributed to peak daily team sales exceeding \$1M MXN through personalised consultative selling and high-value client engagement.
- **Logistical Accuracy:** Managed end-to-end international artwork shipping with a 100% successful delivery rate, ensuring pristine order fulfilment and high post-sale client satisfaction.
- **Client Experience:** Resolved complex transactions and client inquiries efficiently, maintaining a premium luxury service standard during peak sales periods.

Education

- **UX/UI Certificate** | TripleTen 2026
- **DELF B2 French Diploma** 2024
- **Digital Photography Certificate** | Colegio de Fotografia de Occidente 2015
- **English Teacher Training Diploma** | Universidad de Guadalajara 2014
- **Technical Degree in Culinary Arts and Sommelierie** | Escuela Culinaria Internacional 2009
- **Higher Education in Architecture (Level L2 / 2nd Year)** | Universidad de Guadalajara 2006