

NICOLAS SANABRIA

PRODUCT DESIGNER | UX/UI · B2B SAAS · AI PROTOTYPING

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Product designer leading design for a new B2B platform and delivering improvements to established software. Combine customer research, complex workflow design, and functional AI-assisted prototyping to shape product direction and collaborate with engineering through implementation.

EXPERIENCE

Product Designer | Fohlio, Inc. · Apr 2025 - Present

SpeCurate | New platform - beta planned for fall 2026

- Own product design as the sole designer, from ideation to UX/UI and shared patterns across collections, presentations, submittals, requests for quotes, and client review.
- Conduct interviews and guided testing with roughly 10-20 participants per feature. Synthesize insights from senior designers, firm owners, and procurement professionals to adapt the product to different, non-linear workflows.
- Build functional AI-assisted prototypes to explore product logic and interactions with customers; partner with engineers to translate the intended behavior into production implementation.
- Establish the design system and brand identity; direct a graphic designer developing marketing guidelines.

Fohlio | Shipped platform improvements

- Delivered platform redesign and unification work across navigation, library, analytics, and shared interface patterns, including tools for importing Excel and PDF documents.
- Used Pendo action tags and click paths to evaluate the implemented workflows, identify incomplete actions, and investigate points of user friction.

Product Designer | Freelance · Oct 2020 - Present

- Designed purchasing flows and a financial-learning dashboard, organizing access to classes, notes, and teachers; partner directly with clients on information architecture and UX/UI.
- Delivered a B2B observability website rebrand, WebPageTest.org landing pages, and a Shopify storefront, translating client goals into page structures and visual direction.

Product Designer | Rokk3r · Apr 2022 - Jan 2023

- Led research, usability testing, and UX design for WAO! Shop's merchant Feed, supporting seller connections, groups, and community news.
- Designed GraphPath sales dashboards and marketing workflows, including email scheduling, customer segmentation, and product promotions; developed reusable design-system components for Banco del Austro.

UX/UI Designer | Emdash · Oct 2020 - Jul 2021

- Designed wireframes and polished interfaces for SaaS and CloudOps clients; maintained an internal component library and facilitated stakeholder reviews and client feedback in Figma.

SKILLS & TOOLS

Design: Product discovery, UX/UI, interaction design, information architecture, design systems, customer interviews, usability testing, functional prototyping, brand direction.

Tools: Figma, Codex, Claude Code, Claude Design, Pendo, GitHub.

EDUCATION & TRAINING

Google UX Design Professional Certificate · Coursera, 2022

Interior Design · Collège Inter-Dec, Montréal