Priscila Sorenson

Sr. Product (UX/UI) Designer

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Professional summary

Senior UX Designer with 8 years of experience designing AI-driven and data-centric user experiences. Expert in user research, wireframing, prototyping, usability testing, and data visualization. Strong background in AI/ML product design, fintech, blockchain and banking systems, e-commerce, SaaS, and enterprise UX strategy. Proven ability to enhance accessibility (WCAG), streamline design processes, and drive product adoption for global clients.

UX/UI Skills:

Figma, Journey Mapping, Prototyping, Wireframes, User Research, Design Thinking, Agile, Interaction Design, Information Architecture, Usability Testing, A/B Testing, Accessibility (WCAG), User engagement, Gamification**,** User Flow Mapping, Behavioral Analytics, Heatmaps, Design Systems, AR/VR, Product Strategy (B2B, SaaS), E-commerce, Adobe Creative Cloud.

Data Science and Machine Learning Skills:

Machine Learning, Deep Learning, Data Analysis, Predictive Modeling, Regression Analysis, NLP, LLMs, TensorFlow, PyTorch, Scikit-learn, Tableau, Pandas, NumPy.

Technical and coding skills:

HTML, CSS, JavaScript, Python, SQL, APIs, RESTful Design, Web3, Data Visualization (Tableau, Power BI).

Core Competencies:

UX/UI Design | Artificial Intelligence and Machine Learning | Product Design | User Research | A/B Testing | Accessibility (WCAG) | Data Visualization | Interaction Design | Predictive Modeling | Agile | NLP | LLMs | Python | SQL | APIs | SaaS | E-commerce | Fintech & Banking System

Employment history

Raken AI Labs | Senior UX Designer | AI & Data Products | Miami, FL

Jan 2024 - Present

Led cross-regional UX and Design Thinking workshops across the USA, LATAM, and Europe, fostering collaboration and strategic alignment. Spearheaded AI/ML product design initiatives that delivered measurable improvements in user satisfaction and product adoption. Directed the full UX lifecycle — from user research and journey mapping to prototyping and accessibility (WCAG) compliance. Championed inclusive, data-informed design strategies aligned with business goals and technical constraints, with a strong focus on intuitive self-service tools and client-facing portals for enterprise clients.

Synechron | Sr. UX Designer / Sr. Associate of Technology | Lake Mary, FL

Jun 2021 - Jan 2023

Enhanced UX for major clients like **Fiserv, Community Bank, and TIAA Bank** through heuristic evaluations, user interviews, and detailed research. Developed user personas, journey maps, prototyping and a comprehensive design system to ensure brand consistency. Collaborated with cross-functional teams to integrate user feedback, streamline the design process, and achieve measurable results.

H-E-B | Lead UX/Product Designer | eCommerce | San Pedro Garza García, Mexico

Dec 2020 - Aug 2021

Led a cross-functional UX team for HEB, driving a 15% increase in user engagement by uncovering key user needs through in-depth research. Designed and tested high-fidelity prototypes, significantly improving usability and overall customer satisfaction. Partnered closely with stakeholders to identify and solve complex UX challenges, resulting in a more intuitive and accessible product experience. Developed comprehensive style guides and design systems for mobile and web, while gaining hands-on experience in eCommerce workflows and Xamarin development.

Beyon4d | UX/UI Designer | AR/VR & Web Apps | San Pedro Garza García, Mexico

Jun 2018 - Dec 2020

Led UX/UI design for web applications, games, online courses platforms and AR/VR experiences for major clients, enhancing user engagement and satisfaction. Conducted user research and testing to inform design decisions, leading to measurable improvements in user satisfaction. Developed design systems to streamline processes and ensure consistency across platforms for clients like **Whirlpool, Maytag**, **John Deere**, **DeAcero**, and **Raken Data Group**.

Upwork | Graphic Designer & Illustrator | Monterrey, NL, Mexico

Nov 2011 - Jun 2018

Created visual assets for major brands, maintaining consistent brand identity across multiple platforms. Designed stationery, watercolor cards, and logos that reflected unique brand identities. Developed user-friendly websites with Adobe Muse and designed roll-up banners and marketing kits to enhance product promotion. Led cohesive brand identity development for top-tier clients, ensuring strong visual communication and brand recognition

Education

Universidad Autónoma de Tamaulipas (UAT), Tampico, Tamps, México | Bachelor's Degree in Graphic Design and Digital Illustration

Aug 2018 - Aug 2022

Massachusetts Institute of Technology (MIT), Cambridge, MA | Professional Certificate in Data Science and Machine Learning

May 2024 - Sep 2024

MIT Schwarzman College of Computing program provided by the IDSS (MIT Institute for Data, Systems, and Society), in collaboration with Great Learning.

Courses/ Bootcamps

Interaction Design Foundation | UX Certificate

Jan 2017 - Jan 2021

Dev.f | White Belt: HTML5, Javascript, CSS

Jun 2018 - Jul 2018

Designer Up | Master in Product Design (UI/UX)

Jun 2019 - Jan 2021

Blockchain Basics | University at Buffalo (Coursera)

March 2024

Smart Contracts with Solidity: Create an Ethereum contract | Coursera

March 2024

Florida Atlantic University | Python3 Programming

Mar 2024 - Jun 2024

Stanford University | CS106A Code in Place

Mar 2024 - Jun 2024

Harvard University | CS50P

Mar 2024 - Jul 2024

Dakota State University | OSINT/Threat Analysis

March 2025 - Present

Google | Cybersecurity Certificate

March 2025 - Present

Certifications

UX Certified by Nielsen Norman Group (NN/g) | ID 1067600

Hackathons

Hack in Miami by Google | Jun 2024

5th Place and Finalist. Algorithmic Trading Bot.

Data Science HackMIT | Sep 2024

5th Place in Data Science Hackathon featured by MIT IDSS and Great Learning. **Accuracy:** 0.9540475

Professional Affiliations

Women Who Data (WWD)
Interaction Design Foundation (IDF)
Interaction Design LATAM IxD
Google Devs Miami
AI Hub Miami
GPTuesdays

Awards

Academic Excellence Scholarship

Issued by Universidad Autónoma de Tamaulipas · May 2019
Issued by Universidad Autónoma de Tamaulipas · Jan 2019

Press

Designer Up | Jun 2020

Student Success Story: Priscila Quijada from Dentist to UI/UX Designer

Links

LinkedIn Profile   Interaction Design Foundation Profile
Portfolio, Case Study

Languages

Bilingual English/Spanish