Adolfredo Sembergman

Products & Innovation

UX Design Award 2025 recipient | Barcelona, Spain

a.sembergman@gmail.com | linkedin.com/in/asembergman

HP, Barcelona, Spain
Business Product Manager, 2023-2025

Hp All in Plan
Subscription program post-enrollment experience

Business Challenge: HP All In Plan was a new subscription service that needed strong foundations for long-term customer retention. The program was losing customers after enrollment because account management felt fragmented, plan changes were confusing, and shipping issues created support headaches.

Approach & Impact: Worked on the conceptualization, launch, and ongoing maintenance of the subscription service, focusing specifically on the post-enrollment experience. Led improvements in payments, cancellations, operations management, and customer support workflows with a 6-person cross-functional team. Unified the account experience and smoothed out friction points across the customer journey. **Cut post-30-day cancellations by 3 percentage points, reduced support calls by 35%, and brought NPS up 8 points to 87**—directly improving customer lifetime value and establishing a scalable foundation for the service's growth.

Hp All in Plan

Subscription program post-enrollment experience

HP, Barcelona, Spain
UX Lead, 2022-2023

Print CORE / HP AI Print.
Creating solutions for the future of print

Business Challenge: The home printing market was stagnant and needed innovation. People were wasting paper, guessing at settings, and treating printing like a chore rather than a seamless part of their workflow. HP needed a breakthrough concept that could differentiate their product line and demonstrate leadership in AI integration.

Approach & Impact: Led multiple rounds of user interviews to deeply understand printing pain points—from forgotten documents to incorrect settings to wasted resources when printing from the web. Through extensive research and iteration, developed a clear concept for an AI widget that learns from users' habits to predict what they'll need to print and suggest optimal settings. Successfully sold this vision across multiple HP departments, securing buy-in from engineering, product, and business stakeholders. Created the complete proof of concept from initial research through final prototypes, establishing the foundation that HP used to develop the product from start to finish. **The work won the UX Design Award 2025 - Best Work, Device & Office Solution category, validating both the user-centered approach and the business value of the innovation.**

Print CORE / HP AI Print.

Creating solutions for the future of print

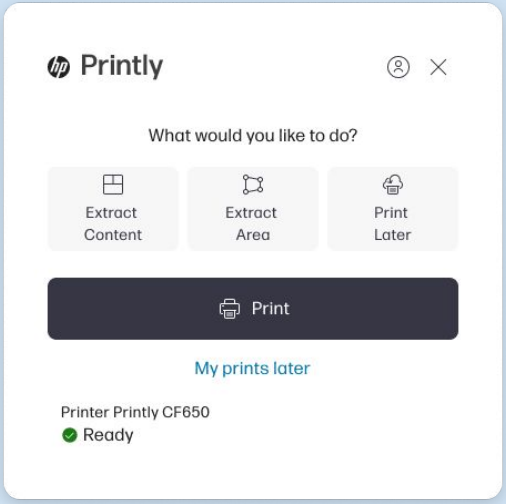
Product Description
Award Page

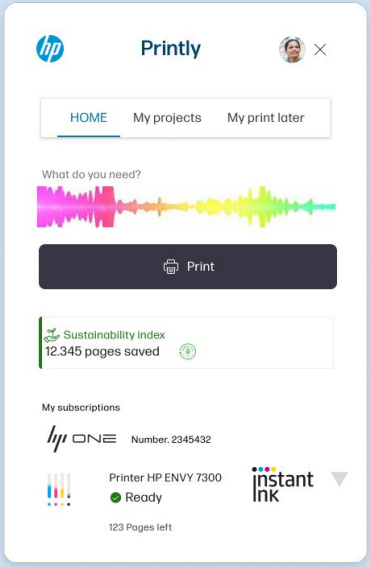
Print CORE / HP AI Print.

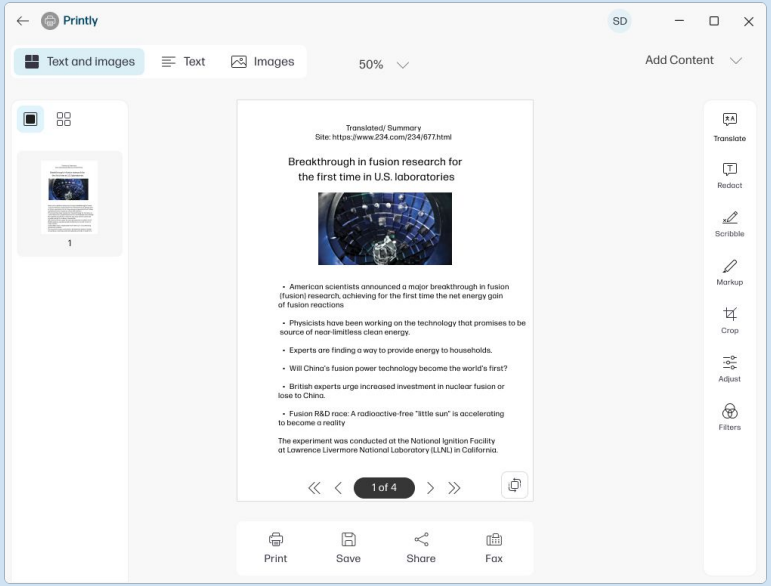
Creating solutions for the future of print

[Product Description]

[Award Page]





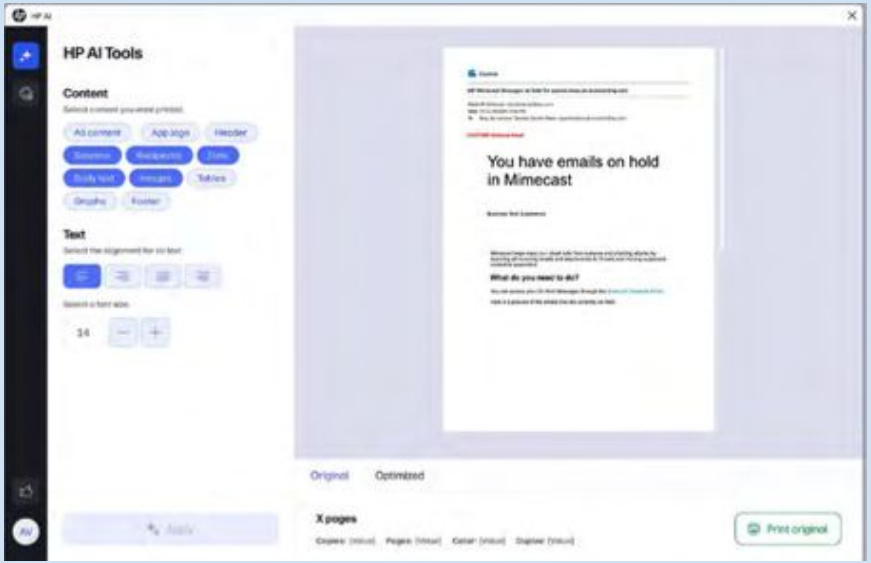


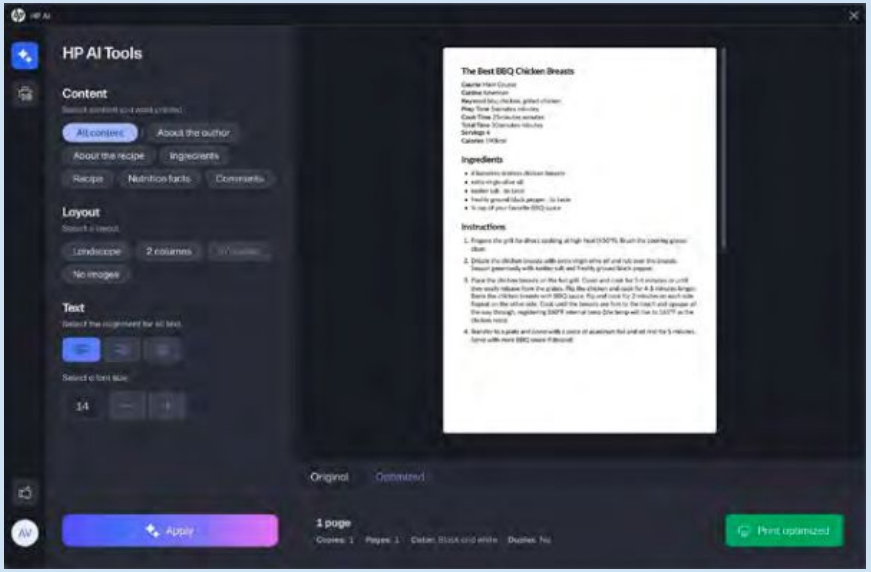
POC CONCEPT

Print CORE / HP AI Print.

Creating solutions for the future of print

UX DESIGN AWARDS 2025





HydraDX, Remote, Geneve.
UX Consultant, 2022-2023

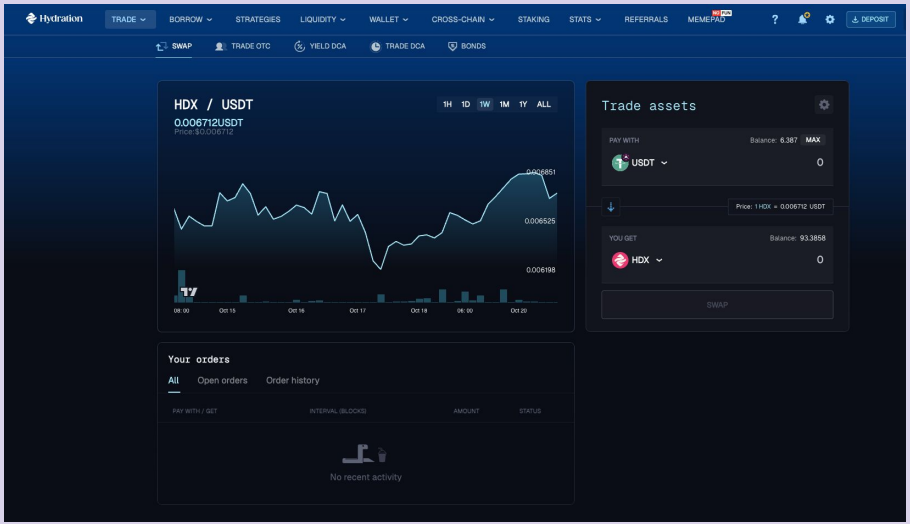
HydraDX Omnipool
DeFi liquidity pool interface for crypto trading

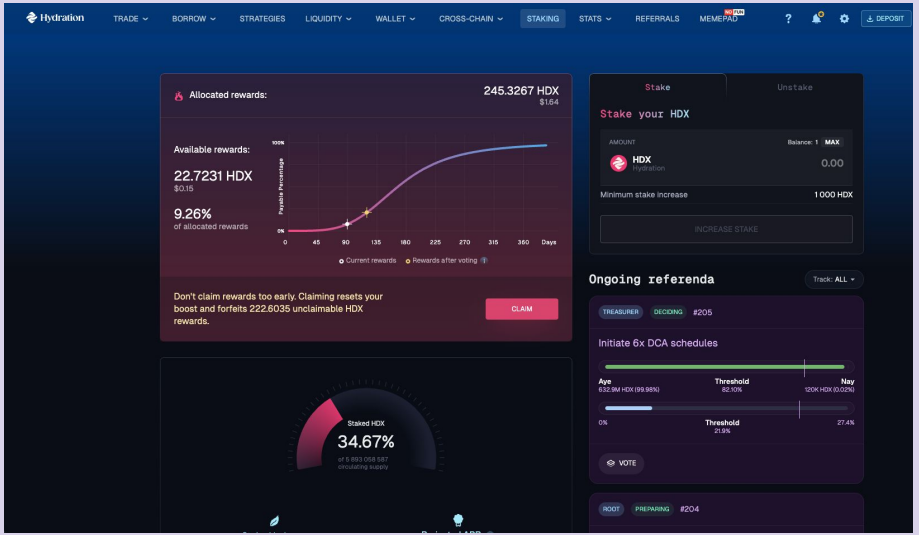
Business Challenge: Traditional DeFi platforms used separate liquidity pools for each trading pair, causing fragmented liquidity and capital inefficiency. HydraDX needed an intuitive interface for their **Omnipool**—a single unified pool that handles all assets simultaneously, making this complex innovation accessible to crypto traders.

Approach & Impact: Conducted user interviews with DeFi traders and liquidity providers to understand existing pain points. Designed high-fidelity flows and screens that simplified the Omnipool concept for both novice and experienced users. Created intuitive visualizations showing how assets interact within a single pool, collaborated with technical teams on blockchain constraints, and balanced innovation with usability—**helping position HydraDX as a next-generation DeFi solution.**

HydraDX Omnipool

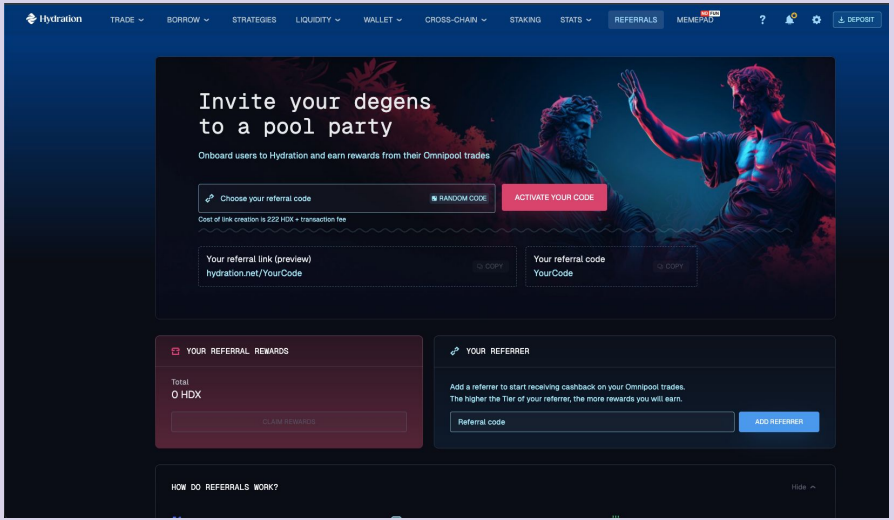
DeFi liquidity pool interface for crypto trading

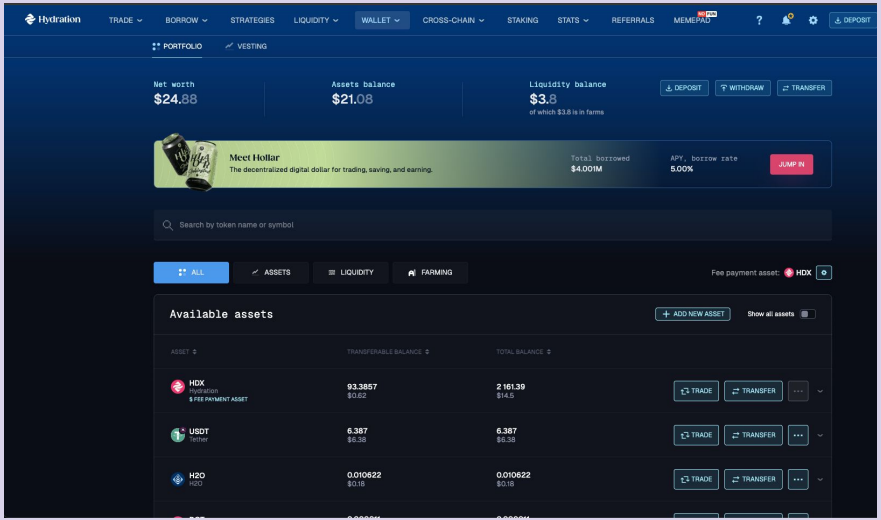




HydraDX Omnipool

DeFi liquidity pool interface for crypto trading





Boehringer Ingelheim, Barcelona, Spain

Senior UX / UI Designer, 2020-2022

ITIOPS Factory Automation - OEE System.

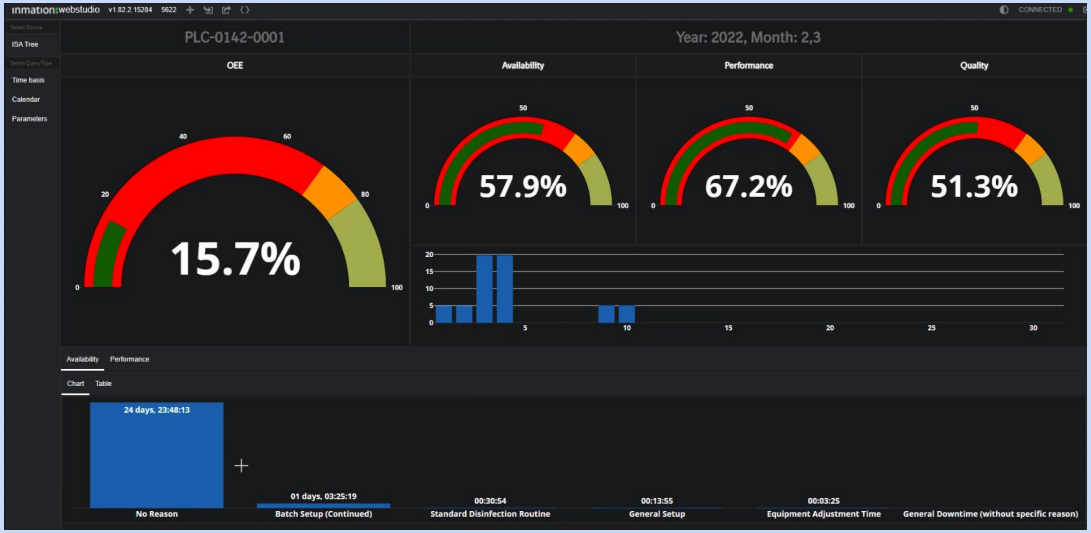
Real-time equipment effectiveness monitoring for pharmaceutical manufacturing

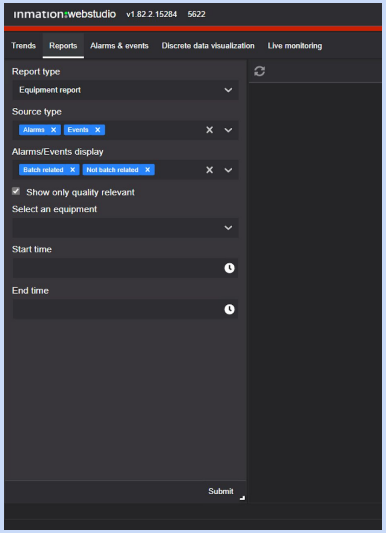
Business Challenge: Manufacturing teams across global sites couldn't see equipment performance in real-time—data was trapped in local visualizations at each factory. Additionally, factories of different ages used different machine languages, making equipment integration a tedious process that relied on Excel spreadsheets and took over 2 days per machine.

Approach & Impact: Built an OEE monitoring system using INMATION that gave operators live online visibility into equipment effectiveness, batch tracking, and trends across all sites. Designed a standardized integration interface that simplified the machine onboarding process from 2+ days to 2.5 hours, making it easy to connect equipment regardless of factory age or original language. Deployed across sites in Greece, Frankfurt, Brazil, and the US—resulting in a 35% productivity increase and 74% faster equipment integration across factories.

ITIOPS Factory Automation - OEE System.

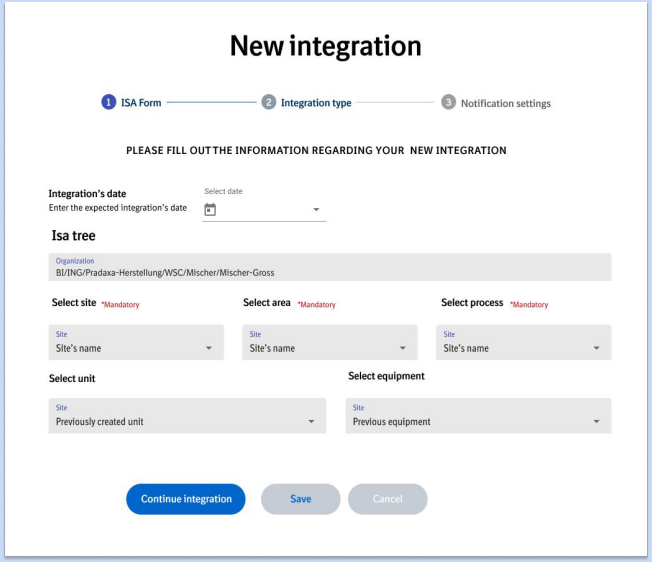
Real-time equipment effectiveness monitoring for pharmaceutical manufacturing

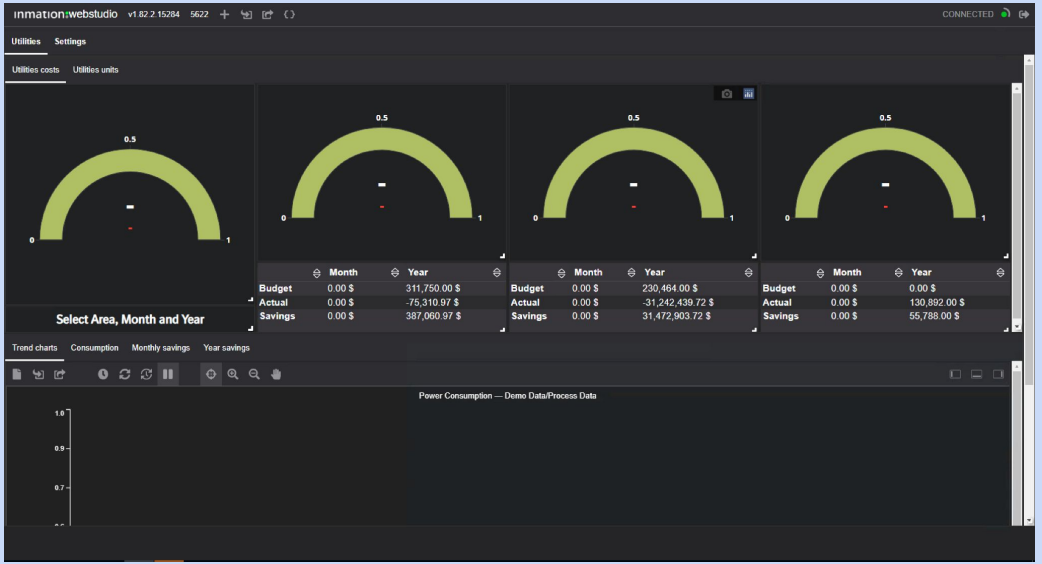




ITIOPS Factory Automation - OEE System.

Real-time equipment effectiveness monitoring for pharmaceutical manufacturing





Boehringer Ingelheim, Ingelheim, Germany

Senior UX / UI Designer, 2019-2020

PSP Pathological Speech Processing,

AI-powered pre-diagnosis tool for neurodegenerative diseases

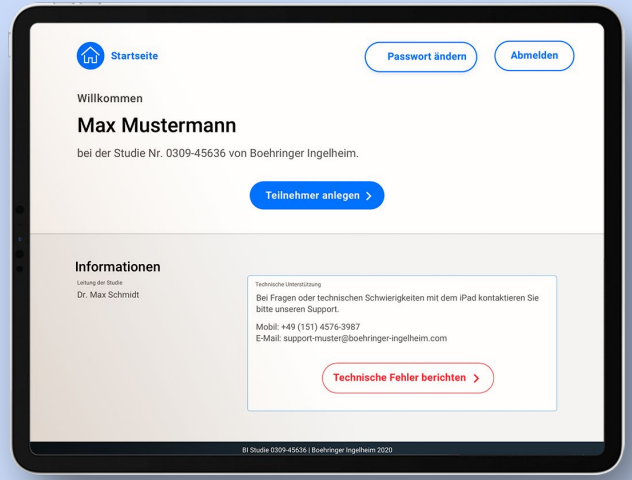
Business Challenge: Diagnosing neurodegenerative diseases through speech patterns was a manual, time-intensive process that couldn't scale to meet research needs. The company needed to digitize an 8-step assessment protocol originally designed by Boston University for Alzheimer's and other diseases—turning paper-based studies into a self-administered digital experience that elderly patients could use independently, while providing researchers with secure data sharing capabilities.

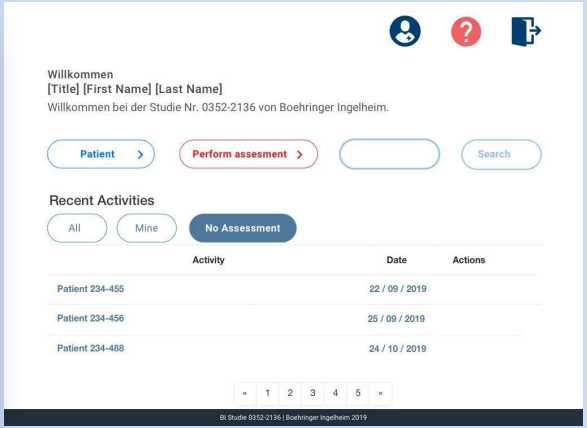
Approach & Impact: Integrated an AI-powered speech recognition tool into Boehringer's infrastructure and designed a simple, intuitive interface that allowed elderly patients to complete assessments by following on-screen instructions without assistance. Created a complete backend system for researchers to manage and share data securely, respecting strict confidentiality requirements. Led infrastructure migration, trained research facilities in Germany, and made the diagnosis process scalable and more efficient across the organization.

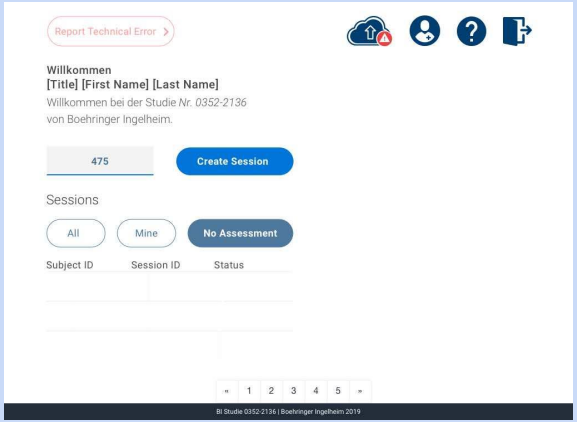
Note: Assessment screens cannot be shown due to NDA restrictions

PSP Pathological Speech Processing,

AI-powered pre-diagnosis tool for neurodegenerative diseases







Boehringer Ingelheim, Barcelona, Spain

Senior UX / UI Designer, 2021-2022

DAVINCI Clinical Research Platform,

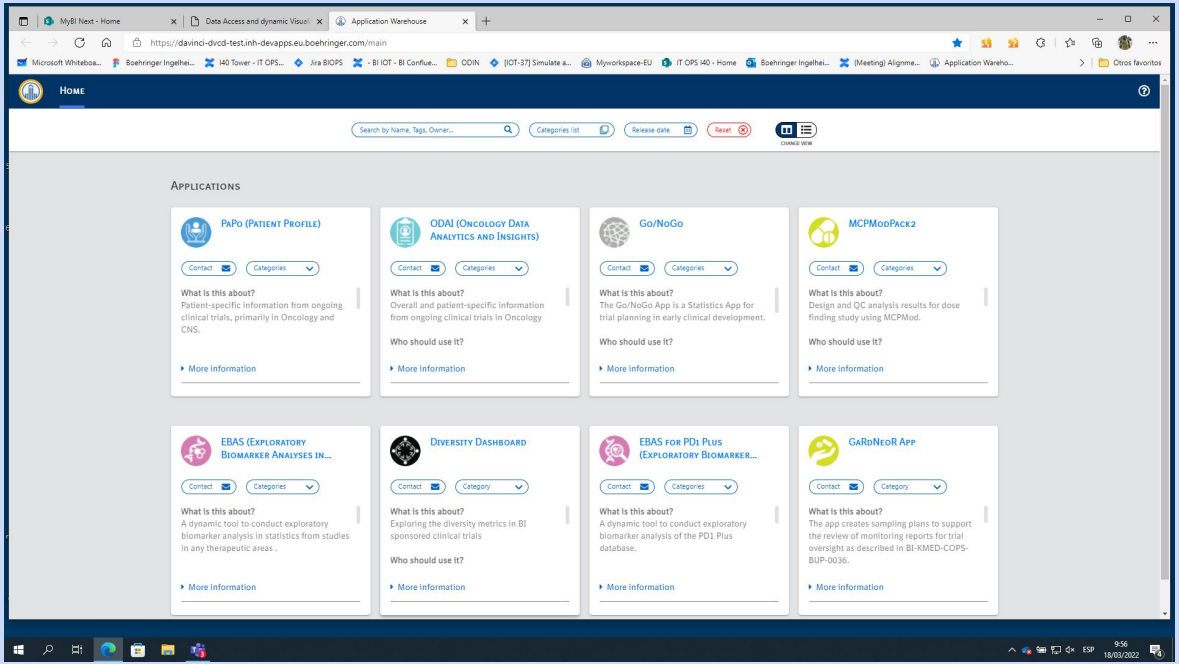
Clinical trials and pharmacovigilance research tool

Business Challenge: Researchers were struggling with clunky tools for clinical trials and pharmacovigilance. The complexity was slowing down data collection and making analysis harder than it needed to be. They also needed a way to match historical trial data with current studies, but each research group was creating their own mini apps for analysis—leading to fragmentation and inconsistency.

Approach & Impact: Redesigned the platform to centralize data analysis and make historical trial data searchable and comparable to ongoing studies. Created a usable catalog that made all research tools accessible to researchers across the organization, replacing fragmented mini apps with a unified system. Improved data visualization capabilities (R Shiny) and worked with technical teams to implement design systems that could scale across different research groups while maintaining flexibility for their specific needs.

DAVINCI Clinical Research Platform,

Clinical trials and pharmacovigilance research tool



Note: Applications screens cannot be shown due to NDA restrictions

WinSystem, Barcelona, Spain.

UX / UI Designer, 2018-2019

INtouch Player Tracking System,

Player tracking interface for casino slot machines

Business Challenge: Casinos had aging slot machines that needed modernization without replacing the entire hardware. They needed better ways to keep players engaged and make loyalty programs more accessible to increase retention and revenue.

Approach & Impact: Designed INtouch, a physical touchscreen interface that connected legacy slot machines to the casino's central system—giving old machines new life. Created an intuitive experience that let players track points, add credits, order food and merchandise, and access bonuses without leaving their machine. The system modernized the casino floor while balancing great UX with strict gaming regulations and hardware constraints.

INtouch Player Tracking System,

Player tracking interface for casino slot machines

Kids&US, Manresa, Spain.

UX / UI Designer, 2017-2018

My Locker, My Kids, My Classroom,

Educational App Ecosystem

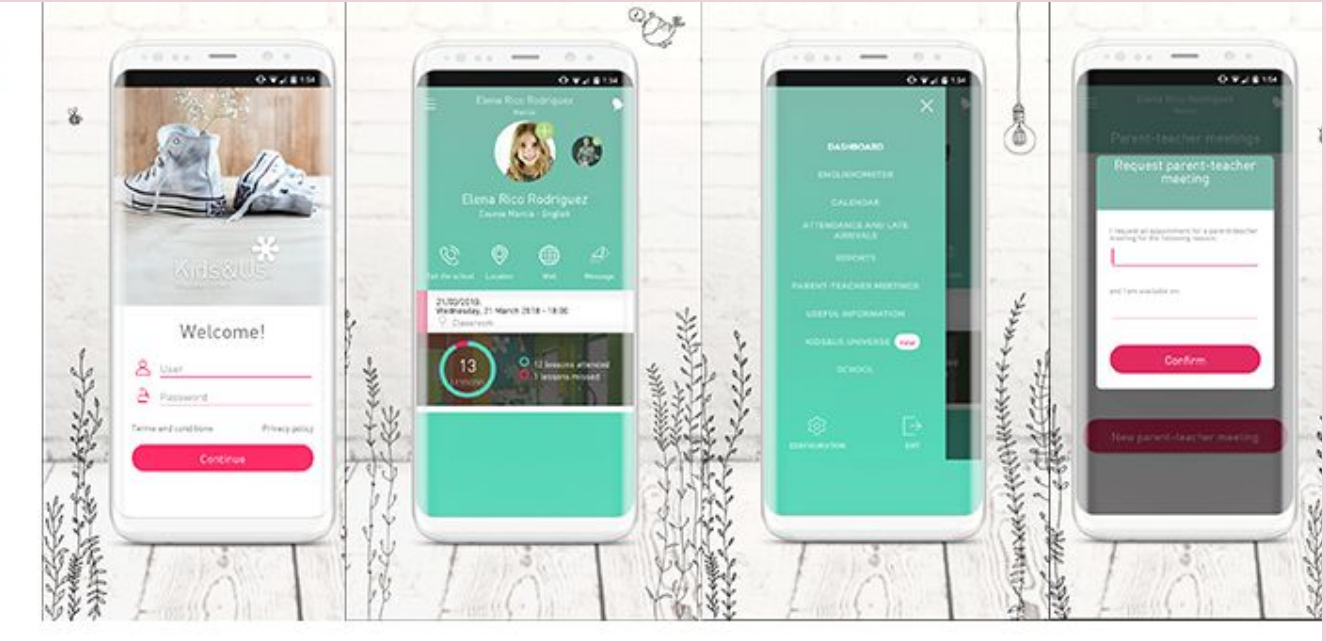
Business Challenge: Language school Kids&US needed digital products to extend teaching methodology beyond their classroom, improve student engagement, and provide parent visibility into progress.

Approach & Impact: Created app ecosystem: MyLocker (student gamification), My Classroom (teacher tools), My Kids (parent tracking). Delivered comprehensive digital learning platform aligned with proprietary teaching methodology for ages 0-17.

My Locker, My Kids, My Classroom,
Educational App Ecosystem

My Locker, My Kids, My Classroom,

Educational App Ecosystem



Adolfredo Sembergman

Products & Innovation

UX Design Award 2025 recipient | Barcelona, Spain

a.sembergman@gmail.com | linkedin.com/in/asembergman

sembergman.com