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Product Designer

Product leader **with 8+ years** of experience in SaaS, B2B, and B2C environments, backed by a strong UX foundation. **Recipient of the UX Design Award 2025 for HP AI Print innovation.** Specialist in facilitating cross-functional workshops to strengthen team collaboration and accelerate decision-making. Skilled at aligning business requirements with customer needs while managing development balance. End-to-end approach to creating scalable, user-centered digital solutions.

Core Competencies:

Product Management • Agile Methodologies • Process Optimization • Cross-functional Team Leadership • CRM • Research & Facilitation • Innovation • Experience strategist • Product Design • Gamification

EXPERIENCE

BUSINESS PRODUCT MANAGER

12/2023 - 2025

HP, Barcelona.

Project: HP All In Plan. Responsible for improving customer retention and satisfaction by optimizing post-enrollment experiences for the HP All In Plan subscription program. Led account dashboard, "My Account" unification, plan changes and cancellations, and shipping issue resolution.

Collaborated with design, software development, operations, CRM teams, and other product and program managers to define and improve key features. Responsible for a 6 people team

Key Achievements:

- Reduced post-30-day cancellations by 3 percentage points
- Decreased customer support calls during OOB (Out-of-Box Experience) by 35%
- Increased NPS score by 8 points to a total of 87
- Maximized customer lifetime value (CLV)

SOFTWARE PRODUCT MANAGER

08/2023 - 12/2023

HP, Barcelona

Led post-enrollment software initiative development for HP All In Plan subscription program. Collaborated with engineering, UX/UI design, QA, and DevOps teams to define, prioritize, and deliver scalable, high-performance software features. Used Jira for backlog management, roadmap planning, and documentation, ensuring seamless integration and continuous platform improvement.

- Implemented UX improvements that reduced HP All In Plan subscriber churn rate by 5% within four months
- Optimized system architecture, delivering measurable NPS enhancement

UX LEAD

05/2022 - 08/2023

HP, Barcelona

Project: [HP PRINT AI](#) Led the conceptualization and initial research phase of HP AI Print, a web-integrated

widget that maximizes printing efficiency through artificial intelligence. Created mockups, flows, and interactive prototypes that enhance customer relationships with home printing.

Key Achievement:

- *Developed award-winning proof of concept* for the future of home printing, creating the foundation for HP PRINT AI launch. The product won the **UX Design Award 2025 - Best Work, Device & Office Solution category.[DEMO](#).

UX Consultant

02/2022 - 03/2023

HYDRA DX, Remote

Project: OMNIPOOL. Participated in user interviews and designed high-fidelity flows and screens for HydraDX's Omnipool, an AMM that pools all assets into a single liquidity pool to optimize capital efficiency. Collaborated with technical and business teams to align design decisions with project objectives and improve DeFi experience.

SCRUM MASTER

10/2020 - 05/2022

BOEHRINGER INGELHEIM, Barcelona

Project: ITIOPS Factory automation. Responsible for defining requirements, prioritizing backlog, and ensuring seamless integration between teams to drive scalable and efficient automation solutions. Worked closely with engineering, QA, DevOps, and stakeholders to align development efforts with business objectives, ensuring continuous improvement and successful project delivery.

SENIOR UX-UI

02/2020 - 05/2022

BOEHRINGER INGELHEIM, Barcelona

Project: ITIOPS Factory Automation - OEE Implementation.* Supported and developed integrated digital solutions in the INMATION system to improve production efficiency through trend analysis, production batch tracking, and data visualization. **Led the development of an OEE (Overall Equipment Effectiveness) monitoring system** that has been successfully implemented across Boehringer Ingelheim sites in Greece, Frankfurt, Brazil, and Saint Joseph (USA).

Key Achievement:

- The OEE system implementation **increased productivity by 35%** across deployed sites and is planned for expansion to all Boehringer Ingelheim manufacturing facilities globally.

SENIOR UX-UI

03/2021 - 05/2022

BOEHRINGER INGELHEIM, Barcelona

Project: DAVINCI (Research Tool for researcher Healthcare). Designed UX/UI solutions for clinical research platform, improving usability in clinical trials, pharmacovigilance, and data visualization (R Shiny). Coordinated with technical and business teams, promoting design systems, automation, and agile methodologies in complex environments.

SENIOR UX-UI

07/2019 - 02/2020

BOEHRINGER INGELHEIM, Ingelheim / Barcelona

Project: PSP [Pathological Speech Processing](#) . Created and integrated PSP into Boehringer Ingelheim, a pre-diagnosis tool for neurodegenerative diseases. Included infrastructure migration from BIX to Boehringer Ingelheim, functionality and user experience improvements, and training of research facilities in Germany. Close collaboration with technical and scientific teams to optimize usability and data collection.

UX-UI DESIGNER

04/2018 - 07/2019

WINSYSTEM, Barcelona

Project: INTOUCH / WIGOS [INTOUCH SYSTEM](#) . UX/UI design specialist in digital products team for gaming industry, focusing on casino experiences. Led design of INtouch, advanced player tracking interface for slot

machines, facilitating access to bonus games, point redemption, and additional services. Designed interactive experiences to improve engagement and usability. Collaborated with developers, product managers, and stakeholders to align design with business objectives and regulatory requirements.

UX-UI DESIGNER

02/2017 - 03/2018

KIDS & US, Manresa

Project: My Locker, My Kids, My Classroom [MyLocker](#) . Developed digital products aligned with their teaching methodology. Led design of MyLocker, app for students aged 0-17, improving language learning through games, stories, and videos. Coordinated development of My Classroom and My Kids, apps to support classroom activities and student progress tracking. Focused on digital learning experiences, gamification, and app ecosystems to optimize language acquisition.

STUDIES

Design Research course. UXER School. Barcelona

2019

Ciencias de la computación. Universidad Central de Venezuela

2003

COMPLEMENTARY EDUCATION

Kitchen Management & Classic French Cuisine. Escuela Hoffman. Barcelona

2022

Android Development. UDACITY-Google Scholarship

2017

Workman Engineering. GRID MUSEUM, The Netherlands

2015

Intensive English Program. La Salle Long Island, NJ

1998

Comunicador Visual. PRODiseño. Caracas, Venezuela

2006

Languages

English: Fluent (C2) | Spanish: Native | Catalán: Intermediate (B2)

SKILLS

Core UX/UI & Product Design

- UX Design - UI Design
- Product Design
- Design Research
- User-Centered Design (UCD)
- Interaction Design
- Prototype Design & Wireframing
- Usability Testing & User Feedback
- Analysis
- Design Thinking
- Gamification

Business & Product Management

- Business Strategy & Market Analysis
- Product Roadmap & Backlog Prioritization
- Stakeholder & Cross-Functional Collaboration
- Go-to-Market Strategy
- Revenue & Monetization Strategy
- Customer Lifetime Value (CLV)

- Optimization
- Agile & Scrum Methodologies
- KPI & Data-Driven Decision Making
- Competitive Benchmarking & Positioning
- Feature Prioritization & Business Impact
- Assessment

Innovation & Concept Development

- Proof of Concept (PoC) Creation
- Innovation Strategy
- Idea Conceptualization & Validation
- Rapid Prototyping
- Emerging Technologies & Trends Analysis

Digital & Visual Design

- Mobile App Design
- Web Design

- Graphic Design
- Editorial Design
- Brand Development
- Animation & Motion Graphics

Research & Facilitation

- User Interviews & Moderation
- Qualitative & Quantitative Research
- Workshop Facilitation
- Customer & Market Insights

Marketing & Communication

- Marketing Strategy & Digital Campaigns
- Go-to-Market & Product Launch
- Content Creation & Social Media Management
- Presentation & Public Speaking
- Training & Onboarding