Ricardo Gerstl

11+ years transforming complex systems through human-centered interaction design.

Cense AG
ZUG, CH

Senior UX Designer / UX Researcher
JUL 2025 – PRESENT

Leading the UX research and design efforts for Cense's digital product development, driving informed, user-centered decisions through strategic research, systematized design processes, and scalable visual systems.
- Defining and maintaining the UX research strategy, including the learning agenda, study prioritization, and roadmapping.
- Designing and refining UX flows, decision trees, and user journeys to support seamless, task-oriented workflows.

Freelance
ZURICH, CH

Senior UX Engineer / UX Designer
JUL 2024 – JUN 2025

- Led design of a complex retail intelligence application leveraging AI, Computer Vision and Augmented Reality (AR).
- End-to-end design of payment platforms from concept, prototyping, usability testing, design system implementation.

KEY OUTCOMES
- Redesigned the internal AI dashboard app for client use, enhancing product showcases at conferences and sales meetings
- Created an AR app that reduced time-to-task-completion for retail staff by 60%, showing upselling opportunities

Amazon Web Services (AWS) (Consultant @Everest Engineering)
MELBOURNE, AU

Consultants Team Leader & Senior UX Designer
AUG 2022 – APR 2024

Led the design and product vision of a large-scale AWS internal knowledge management platform that gathered data from multiple systems to standardize workflows and give leadership better data-driven insights leveraging on AI technology.
- Conducted UX research (user interviews and co-creation workshops) to pinpoint pain points and improve functionality.
- Developed interactive prototypes, user journeys, and "jobs to be done" (JTBD) frameworks to define the core user needs.
- Stakeholder alignment by integrating service design artifacts and adopting emerging design trends to refine product vision.

KEY OUTCOMES
- Launched MVP within 3 months of kickoff, leveraged on user journeys, co-creation and agile design to meet user needs.
- Designed a new AI-driven feature set (NLP Chat, Summary and Input support), improving data-quality and user engagement.
- Led team in a rotation of 16 consultants, keeping account relationships for 18 months (x3 initial 6-month estimate).
- Created reports with up-to-date and normalized data, aiding management decisions that impact yearly savings of ≈100M$.

Hitachi Energy (Formerly ABB Power Grids)
ZURICH, CH

Global Communications UX and Web Integrations Specialist
SEPT 2020 – JUL 2022

Responsible for UX Design, Information Architecture and project management for HE's external website and intranet.
- Adapted a new brand to web design with design metrics, data-driven insights from prototyping, and behavioral analytics.
- Built and evolved a design system for Hitachi Energy rebrand, improving consistency across interfaces and interactions.
- Primary contact for web issues, facilitating clear and effective communication between stakeholders and technical teams.

KEY OUTCOMES
- Redesigned navigation components to enable access to content at 3+ levels deep = 40% increase in traffic to deeper pages.
- Intranet reduced HR and IT ticket inquiries by 30% by simplifying access to documents (new IA and Chatbot functionality).
- Reduce content creation 90 min to 50 min with 22 page templates, improving editor content delivery and usability.
- Gradually transitioned content and design from ABB to Hitachi to accommodate +250K yearly visitors and +30K employees.

FNZ (Formerly Appway)
ZURICH, CH

Sales UX Consultant
MAR 2020 – AUG 2020

- Transform client requirements from meetings into rapid high-fidelity prototypes that showcase Appway's capabilities.
- Gather, interpret, and communicate customer insights into actionable improvements for existing products.
- Develop prototypes to attract customers based on market research on Banking, Insurance, and Wealth Management.

UX Engineering Lead
JAN 2018 – FEB 2020

UX Lead in the development and transition to Appway's Design System for Banking, Insurance, and Wealth Management.
- UX & Market Research: Analyze projects to understand their goals, identify challenges, and define product requirements.
- Design & Evolution: designed end-to-end solutions with interactive prototypes allowing for user testing
- Engineering: build the product's UI (HTML, CSS & JS). Focused on accessibility (a11y) and usability.
- Management: leadership of a team, providing new releases, bug-fixes, QA, documentation, and product evolution.

Client UX Consultant: Credit Suisse
MAR 2016 - DEC 2017

- Responsible for UX process for banking clients: concept design, front-end development, prototype, and user testing.
- Worked with wealth management teams to map user journeys and discover new product opportunities within CS.
- Problem-solving front-end restrictions and creation of innovative UI solutions on different stages of project.

KEY OUTCOMES
- Prototypes decreased presales second-meeting dropout by 50% + kickoff 4 new product ideas based on market requirements
- UX development from concept to launch for Credit Suisse's onboarding tool, reaching over 1,000 users in the first month
- Mentored 4 developers, enabling them to work independently as UX Engineers on projects + Design System's E-Learning course
- Appway's Design System: Transitioned company's business model from SaaS to product, with 50,000+ users and 200+ developers

Media Frontier
GENEVA, CH

Web Developer & Junior Technology Consultant
MAY 2014 – FEB 2016

- Full stack engineer (HTML, CSS, JS, PHP, MySQL) for large reach CMS websites for UN organizations

KEY OUTCOMES
- Managed the ITU 150th anniversary website, supporting over 500 events worldwide with 25.000+ monthly visitors
- The UCandMe web-app provided a user-friendly platform for 600+ ulcerative colitis patients to track their data effectively
- The Global Fund speakoutnow website facilitated ≈1M$ in saved funding through timely whistleblowing in 3 months of launch

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Ricardogerstl.com
Certified by NN/g on Interaction Design
Certified by IxDF
Systems Engineering Bachelor

SKILLS
- Product Strategy and Vision
- User-Centered Design
- Design System Development & Governance
- Service Design & Journey Mapping
- Rapid Prototyping & Agile Iteration
- Agile Product Development
- Team Leadership and Mentoring
- Technical Collaboration
- AI and Emerging Tech Integration

STRENGTHS
- **Product Leadership & Strategy:** Proven ability to create, and execute a clear product vision, aligning design initiatives with business outcomes. Demonstrated through successful launches at AWS internal tool, ABB rebrand and Appway's Design System.

- **User Research :** Conducted UX research, including co-creation sessions and interviews at AWS. A/B testing, traffic, and behavioral analytics to inform design updates at Hitachi. Performed regular user testing, card sorting, and surveys at Appway.

- **Stakeholder Engagement:** Managed key client relationships, including with AWS. Supported over 200 content editors at Hitachi. Provided leadership in developing and advocating for Appway's Design System across internal and external stakeholders.

TOOLS
- Figma • Jira • Confluence • Rive • Trello
- Google Analytics • CrazyEgg • Hotjar

EDUCATION

Universidad Metropolitana

Systems Engineering Bachelor 2009-2014
Degree from one of Latin America's premier private engineering universities, known for leadership and entrepreneurial skills:
- President of Systems Engineering School
- Intern at university's startup accelerator
- Engineering Student Instructor (Optimization II)
- Microsoft Imagine Cup national finalist

Interaction Design Foundation (IxDF)

Multiple UX Certifications 2025
See all at:
linkedin.com/in/ricardogerstl/details/certifications/

Nielsen Norman Group (NN/g)

NN/g-certified in Interaction Design 2019
Excelled +95% score on the courses for:
- Human Computer Interaction
- Persuasive & Emotional Design
- Usability

11+ years building products rooted in great User Experience

About Cense AG

Cense AG, headquartered in Zurich, Switzerland, specializes in developing innovative digital solutions tailored for crypto compliance. With a sharp focus on robust user-centered design, research-driven strategies, and scalable digital experiences, Cense helps businesses navigate complex regulatory landscapes through intuitive and effective digital products.

About my role as Senior UX Designer & UX Researcher

Leading the UX research and design efforts, I drive informed, user-centered decisions through strategic research initiatives, systematized design processes, and scalable visual design systems. I define and maintain the UX research strategy, including learning agendas, prioritizing studies, and developing research roadmaps. My responsibilities include managing and executing end-to-end research operations, from participant sourcing to implementing qualitative and quantitative studies.

Additionally, I own and continuously evolve the Figma-based design system, developing reusable components aligned with evolving CI/CD requirements. Collaborating closely with frontend engineers, I ensure visual and interactive consistency through the creation and maintenance of a comprehensive style guide. I design and refine user experience flows, decision trees, and user journeys to facilitate seamless, intuitive, and task-oriented workflows.

My role also involves delivering high-fidelity prototypes and UI designs optimized for scalability, usability, and accessibility across various devices and contexts, thus contributing directly to the success of Cense's core digital products.

LinkedIn
linkedin.com/in/ricardogerstl

Portfolio
ricardogerstl.com

Senior UX Designer

• Concept creation and high-fidelity design

• Developing and maintaining design systems (Figma)

• Wireframing, prototyping, and detailed feature design

• Creating and maintaining visual style guides

• Designing and refining UX flows, decision trees, and user journeys

• Experience mapping and service design

• Part of sprint planning, backlog grooming, and retrospective

• Facilitating workshops and gathering requirements

• Managing tickets and design workflows (Jira, Trello, Asana, etc.)

• Website, marketing materials, and event design

• Ensuring UI scalability, usability, and accessibility across devices and contexts

People Management

• Fortnightly 1:1 with each team member

• Door always open casual contact policy

• Mentoring designers creatively and career

• Providing feedback on design choices / research methods, inflight work

• Facilitating design critiques

• Culture growth and activities

• Team rituals

• Planning

• Resourcing

• Hiring

Senior UX Researcher

• Defining and maintaining the UX research strategy: learning agenda, study prioritization, and roadmapping

• Managing end-to-end research operations (participant sourcing, tooling setup, qualitative and quantitative studies)

• Developing and managing UX research toolkits and documentation

• Facilitating workshops and ideation sessions with stakeholders

• Analyzing user insights and delivering actionable findings

• Running usability tests and concept validation sessions

• Collaborating with product teams to embed user research in decision-making

What we can chat about:

• Skiing

• Liverpool Football Club

• Mountaineering

• Food - cooking in general (Lasagne)

• Travel

• Any book or comic I'm currently reading