

Ricardo Gerstl

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

Cense AG

ZUG, CH

Senior UX Designer / UX Researcher

JUL 2025 – PRESENT

Leading UX research and hands-on product design for Cense's digital tools, helping teams understand users, define real problems, test ideas early, and turn research into clearer product decisions and scalable product experiences.

- Defining UX research strategy, personas, user journeys, study priorities, and validation of ideas across development teams.
- Designing data-flows, screens, prototypes, and usability improvements for expert crypto compliance tooling.

KEY OUTCOMES

- Straight to code workflows, reducing feature-to-live time to 2 weeks through faster research, validation, and iteration.
- Led a new product from research to launch, helping a new user-base understand crypto and act on complex risk assessments.

Freelance

ZÜRICH, CH

Senior UX Engineer / UX Designer

JUL 2024 – JUN 2025

- Design of a complex retail storage 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 Human-in-the-loop AI dashboard, 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 expert tooling 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)

ZÜRICH, CH

Global Communications UX and Web Integrations Specialist

SEPT 2020 – JUL 2022

Responsible for UX Design, Information Architecture and project management for 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 usability 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)

ZÜRICH, 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 adoption of Appway's Design System.

- 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 (Typescript, 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 the 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 Global Fund speakoutnow website facilitated ≈1M\$ in saved funding through timely whistleblowing in 3 months of launch.

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
- Front-end technologies Typescript, CSS, JS
- Dev of component-driven architectures
- Technical Collaboration
- AI and Emerging Tech Workflow

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

- Claude code • Cursor • Figma • Jira
- NotebookLM • Google Analytics • 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/](https://www.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



About me

I'm a Senior Design Engineer with 12+ years of experience turning complex workflows into tools people actually want to use. My work sits at the intersection of UX research, visual design, and frontend engineering, with a focus on expert tooling, data-heavy interfaces, and technical users who need precision; not decoration. I've owned every step from early research and scrappy prototypes to production-ready UI components and scalable design systems. Lately, I've been especially interested in how AI can make complex workflows faster, clearer, and more useful without getting in the way. At the core, I like building thoughtful systems: interfaces that are well-engineered, visually sharp, and grounded in how people really work.

About Cense AG

Cense AG, headquartered in Zurich, Switzerland, specializes in developing 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 today

I lead product design and UX research, working closely with engineering and directly in the codebase to keep design grounded in how the product is actually built. Instead of relying only on static mockups, I design from existing code patterns, identify reusable UI components, and help shape them into a practical, code-derived design system. By contributing to the repository and partnering with frontend engineers day to day, I help make sure the product feels consistent, polished, and reliable from early concept through production.

I also own the UX research strategy, from learning agendas to end-to-end user studies. My workflow focuses on high-fidelity coded prototypes, scalable UI features, and practical design solutions that can move quickly without losing quality. This code-first approach supports evolving CI/CD requirements and helps Cense deliver intuitive, accessible, task-oriented workflows across its core digital products.

12+ years building products rooted in great User Experience



LinkedIn

[linkedin.com/in/ricardogerstl](https://www.linkedin.com/in/ricardogerstl)

Portfolio

ricardogerstl.com

Senior UX Designer

- **Code-Derived Design Systems:** Architected and maintained a scalable design system by extracting components directly from the codebase, bridging Figma with production-ready code.
- **Direct Repository Prototyping:** Replaced static wireframes by rapidly prototyping in code, ensuring high-fidelity feature designs aligned with technical constraints from day one.
- **Specification-Driven UI:** Defined and maintained visual style guides derived directly from existing code specifications to ensure absolute UI and interactive consistency.
- **Complex Workflow Design:** Mapped and refined intricate UX flows, decision trees, and task-oriented user journeys for data-dense, practitioner-level tools.
- **Design-to-Development Pipeline:** Led experience mapping and service design to streamline the technical integration process between design concepts and frontend execution.
- **Agile Engineering Integration:** Actively participated in technical sprint planning, backlog grooming, and retrospectives to align design deliverables with CI/CD cycles.
- **Operations & Ticketing:** Managed design operations and repository tickets (Jira, Asana) to keep design systems and engineering workflows perfectly synchronized.

Senior UX Researcher

- **Technical UX Strategy:** Drove the UX research strategy, learning agendas, and roadmaps, specifically prioritizing studies that address complex system interactions and technical user needs.
- **Expert Audience Research:** Managed end-to-end research operations (participant sourcing, tooling, qualitative/quantitative studies) tailored to highly specialized practitioner audiences.
- **Cross-Functional Insight Sharing:** Curated research toolkits and documentation (Notion, Dovetail) to seamlessly translate qualitative data into a format easily utilized by the engineering team.
- **Technical Co-Creation:** Facilitated workshops and ideation sessions with stakeholders to align user desires with codebase realities and technical constraints.
- **Requirement Translation:** Analyzed user insights and translated them into actionable, technical feature requirements for product and engineering.
- **Coded Prototype Validation:** Validated complex workflows and functional, coded prototypes through rigorous, iterative usability testing.
- **Data-Driven Roadmapping:** Embedded user research directly into the product lifecycle to inform engineering decisions and guide technical development roadmaps.