

Manny Recio Sjögren

[Website](#) • [LinkedIn](#) • recio.sjogren@gmail.com • [\(+44\) 7503549427](tel:+447503549427)

Senior Product Designer with over a decade of experience delivering design solutions for complex projects in B2B and B2C companies across various industries, including AI, cybersecurity, user identity, health, and retail. Proven track record in leading design initiatives from strategy and research to prototyping and testing. Expertise in driving growth through optimisation of product experiences with the goal to increase conversion, activation and ultimately, retention and revenue.

Intercom

Aug 2022 - Present

Senior Product Designer

- Led design for the AI Content Team, contributing to Intercom's transformation into an AI-first customer service platform.
- Increased Fin's resolution rate by driving experimentation and validation to successfully ingest historical conversational data. Goal: unlocking trial customers from reaching a purchase decision.
- Joined our Growth group to optimise Intercom's product setup experience for new users. Goal: to reduce friction for new users from sign up to activation.

Nando's

Jan 2021 - June 2022

Senior UX Designer

- Designed their new Single Sign-On (SSO) authentication flow resulting in a 70% login success rate and 68% SMS 2FA enrolment.
- Analysed user data to pinpoint technical and user issues, shaping design solutions.
- Worked closely with PMs, engineers, and marketing teams to deliver a unified user experience.

Meta

Aug 2019 - Sept 2020

Product Designer

- Led design for the Blackbird Team, building software for Meta's security org.
- Worked closely with my engineering manager on product discovery and road mapping, establishing connections with security analysts.
- Validated design proposals through experimentation and user testing. Greatly improved our build-measure-learn cycles.

Headbox

Sept 2017 - Jun 2019

Product Design Lead

- Led a small agile team to replace their offline venue booking process for corporate clients with a software solution that improved operational efficiency and extended their line of corporate products.
- Conducted interviews with clients and venue managers and run internal workshops with the account managers to map the venue booking journey.

Sainsbury's

Senior Product Designer

Dec 2016 - Aug 2017

- Developed a visual and interaction design language for SmartShop, Sainsbury's app for in-store product scanning.
- Led design initiatives for the SmartShop app, enabling iOS customers to pay and collect loyalty points in-store.

Argos

Aug 2015 - June 2016

Senior Product Designer

- Provided native mobile design leadership to the team at Argos developing and maintaining their iOS and Android apps.
- Partnered with their PM to re-design the product comparison, in-store collection and add to cart journeys with the key objective of decreasing cart abandonment rate.

Tictrac

Nov 2013 - March 2015

Product Design Lead

- Led the transition of the health startup from a dashboard-centric product to a social health and wellness platform.
- Launched a white label B2B employee engagement platform (SaaS).

Subtraction Ltd

May 2012 - 2017

Product Design consultant

- Provided UX consulting services, delivering bespoke software solutions.
- Clients include: Publicis Sapients, The App Business, Debenhams, Lebara Mobile, Lloyds and Adidas.

Fortune Cookie

Sept 2009 - April 2012

Website Interface designer

- Joined as an intern, promoted to middle-weight after several successful web design projects.

Education

Master in Graphic Design

University of the Arts London, UK.
2008 - 2009

Major in Media Studies

Centro Universitario San Isidoro, Spain.
2004 - 2008

Skills

Product design & development: Product thinking, innovation, MVP development, SaaS.

Research & Testing: Market research, experimentation, qualitative and quantitative analysis.

User experience & Interaction design: UX design, user research and interaction design.

User Interface design: UI design, information architecture, design systems, conceptual design, accessibility.

Platform and tools: designing for iOS, Android and the Web, Figma, Tailwind, Notion, generative AI tools, Coda, wire-framing, prototyping, CSS, HTML.

Additional Skills: Stakeholder management, leadership, communication.