EDGAR SANCHEZ

Product designer with experience working in SAAS start-ups within the product analytics space.

LinkedIn
408-786-4515
hello@edgarsanchez.design
edgarsanchez.design

SKILLS

UX/UI Design

User Research

Visual Design

Interaction Design

Prototyping

Competitive Analysis

Wireframing

Information Architecture

Web Design

Illustration

Data Analytics

TOOLS

Figma/Sketch

HTML/CSS

Photoshop

Illustrator

Heap/Auryc

EDUCATION

San Jose State University
B.A Visual Studies
2013 - 2017

PRODUCT DESIGNER

Heap — Jun 2022–Dec 2022

- Collaborated with cross-functional teams in the "insights" product area of Heap, the chart creation and data analysis part of the platform, to integrate session replay. Specifically, I focused on session replay trial onboarding, settings experience, and session player, which ultimately contributed to a significant 10% increase in replay viewing.

Auryc Inc. — Feb 2020–Jun 2022

- Led and coordinated design efforts across all aspects of the Auryc platform, resulting in a 20% increase in Annual Recurring Revenue (ARR) and a 15% expansion in overall contract value.

- Collaborated closely with the leadership team, product manager, and developers to create comprehensive designs for new product features, effectively showcasing the platform's capabilities, enhancing user value, and driving improvements in retention rate to 92%.

- Played a pivotal role in positioning the platform as a category leader in the product analytics space, ultimately leading to its acquisition by Heap in 2022.

VISUAL DESIGNER

Auryc Inc. — Apr 2019–Feb 2020

- Worked closely with leadership team, internal stakeholders and senior designer to re-design Auryc's identity, helping it effectively reflect its mission/product capabilities through its site and marketing materials.

- Managed product website and documentation using Wordpress.

INTERN

Auryc Inc. — Jan 2019–Apr 2019

- Designed marketing materials including company one pager, white papers, case studies, sales decks for B2B/B2C customers and social media banners.