Sergio Wizenfeld

Sr. Design Manager

949–292–2423   Hi@imserg.io

Professional summary

Senior Design Manager with a decade of experience shaping design vision, scaling teams, and executing strategies that balance user needs with business objectives. Adept at creative direction, design thinking, and leveraging insights to optimize performance. Recognized for building strong cross-functional partnerships, elevating design operations, and delivering innovative, data-driven solutions that drive growth and customer satisfaction.

Experience

Experian — Sr Design Manager
📅 Nov 2024 - present

- Lead design strategy, mentor teams, deliver impactful solutions, enhance creative excellence
- Drive data-informed decisions, manage projects, optimize performance, establish success metrics
- Cultivate stakeholder partnerships, align design with business goals, champion user-centered design
- Streamline operations, implement workflows, deliver high-quality solutions, drive business growth

Experian — Design Manager
📅 Jun 2021 - Nov 2024

- Lead and mentor a cross-functional team of designers, researchers, and content strategists.
- Drive end-to-end design strategy, aligning user experience with OKRs to deliver measurable impact.
- Improving consistency, efficiency, and collaboration across multiple product lines.
- Partner with product and engineering leadership to shape roadmaps, ensuring customer needs remain central to business outcomes.

Experian — Lead UX designer
📅 Jan 2018 - Jun 2021

- Guided junior designers, enhancing team collaboration and project outcomes
- Improved UI/UX through research, boosting user engagement and satisfaction
- Introduced efficient design processes, elevating team productivity
- Implemented design systems, ensuring brand consistency across platforms

---

Skills & Tools

Design & Product Expertise

UX Strategy | Interaction Design | Information Architecture | User Research | Wireframing | Prototyping | Design Systems | Data-informed Design | Product Roadmapping | Product Vision | Product Strategy | Resource allocation

Leadership & Collaboration

Team Building | Mentorship | Hiring | DesignOps | Stakeholder Management | POM | Design Thinking

Tools & Technology

Figma | Jira | Confluence | HTML/CSS | SDUI | AI | MCP

Education

The Art institute — Bachelors of science
📅 Feb 2010 - Nov 2014