# Imanol Sancha Llamas

## Senior Service & Product Designer

I design what happens before, during and after every screen, and take it all the way to product and strategy.

Buenos Aires · on-site or hybrid in Argentina, remote for Spain and other countries · imanolsancha@gmail.com · linkedin.com/in/imanolsanchallamas · imanolsancha.com

## PROFILE

Senior Service and Product Designer with 10+ years in banking, retail, education and startups across Argentina, Spain and the UK. I come from engineering and trained in strategic design at postgraduate level, so I start with the system, not the screen. I have led initiatives end to end, turned the voice of the customer into backlog, built roadmaps and business models, and trained teams to carry on on their own. My next step is a design or product leadership role.

**40+**
Office Banking CSAT, up from negative · Banco Galicia

**−20%**
operational states, from 150 to 120 · Banco Galicia

**40 → 20%**
pre-course dropout, without changing the entry test · Digital House

**40 → 20 min**
peak-hour maximum checkout wait · Makro

## EXPERIENCE

### Service Design Expert · Banco Galicia
2023 – 2026

Buenos Aires · Service Design and Vision teams

- **From comment to backlog:** analysed thousands of customer comments a month to prioritise the Office Banking backlog; CSAT went **from negative to over 40**.
- **One name for each state:** unified the naming of operational states, **from 150 to 120 (−20%)** in the first iteration.
- **The receipt, where people look for it:** redesigned access to transaction receipts, **from 5 clicks to 2**.
- **App and web identity:** defined a distinct identity for each channel and 4 variables to decide where each feature lives, with 90% of transactions on the app.
- **Experience pillars:** 9 pillars so that 80+ designers design the digital experience with the same criteria; **6 of 9 are now required in audits**.
- Presented findings, impact data and recommendations to senior leadership to unlock new initiatives.

### Digital Platforms & Brand Lead · Expanded Minds and own project (Sanchä)
2021 – Present

Alongside main role · music industry

- Manage distribution platforms, artists and royalties, and analyse streams, audiences and revenue per track; since 2025, coordinate releases and events.
- Designed the website for my DJ and producer project as a product with two audiences and two journeys: bookings and press kit.

### Design Researcher & Service Designer · Jeff
2022 – 2023

Valencia, Spain (remote) · services super-app

- **Fitness, from journey to app:** subscribers lasted 4 months and **63% left before month four**. Analysed **1,087 subscribers** and 12 interviews, built the journey and designed the app to retain them.
- **Laundry:** a new value proposition and a business model for each segment, B2B and B2C.

### Service Designer · Digital House
2020 – 2022

Buenos Aires · online education

- **The problem wasn't the entry test:** called students who had dropped out, analysed the funnel and sales conversations, and designed a new way to fill places. **Pre-course dropout fell from 40% to 20%** without changing the test.
- Took the institution's Data Analytics programme to experience the service as a student and strengthen my quantitative analysis.

**Human Centered Designer (formerly Product Thinker)** · Wolox, consultancy (acquired by Accenture) 2019 – 2020

Buenos Aires · clients: Makro, Rapipago and banking

- **Makro, next free till:** in-store experiments with a single queue and an express till; **peak-hour maximum wait fell from 40 to 20 minutes**.
- **Makro, card payments at the wholesaler:** the problem wasn't the terminal, it was the service. Field research, journeys by archetype, an MVP and a provider benchmark.
- **Rapipago, Rapi Envíos:** a new business line enabling **3,000+ branches** to receive and hand over parcels: field research, business model and software.

**Advanced Designer, Strategic Design & Transformation** · Inter-Cultura, consultancy (acquired by EY) 2017 – 2019

Buenos Aires · clients: BBVA, ICBC and La Nación

- **ICBC:** implementation of biometric login in the app, with the design tested with users.
- **BBVA:** designed a payroll referral service ("Que un compañero te traiga tu sueldo"): 5 stages, 20 touchpoints and 4 design principles.
- Facilitated strategy and co-creation workshops with client teams.

**Innovation Consultant** · Quara Consulting & Training 2015 – 2017

- Implemented innovation and design thinking methods in organisations and trained around 40 people.

**Earlier experience** 2010 – 2015

- Snook, Glasgow (Product & Service Designer) · Farapi, San Sebastián (care service for multi-morbidity patients, Hospital Donostia) · ULMA CyE (product design R&D)

## AWARDS

**1st place, PINGS hackathon 2017** with Bancame, a wallet for 10–18 year-olds with the adult as validator, not watchdog (redesigned in 2026).

## WHAT I DO

**Product Design**

Information architecture and flows · Wireframes and prototypes · UI with design systems · Mobile apps and responsive web · Usability testing · Heuristic evaluation · UX writing · Product analytics

**Service Design**

Qualitative research and shadowing · Voice of the customer (CSAT, NPS, comments) · Personas · Customer journeys · Service blueprints · Ecosystem maps · Experiments and MVPs in physical services · Facilitation

**Strategic Design**

Strategic diagnosis · Visioning · Business Model and Value Proposition Canvas · Benchmarking · Hypotheses and validation · Prioritisation and roadmaps · KPIs · Stakeholder alignment

## EDUCATION

**Postgraduate degree in Strategic Design of Products and Associated Services**
Mondragon Unibertsitatea · 2011–2013

**BEng in Industrial Design Engineering**
Mondragon Unibertsitatea · 2006–2011

**Data Analytics** · Digital House

## TOOLS

Figma · FigJam · Miro · Zeroheight · Adobe Creative Cloud · PowerPoint · Excel and Google Sheets · Google Analytics 4 · Microsoft Clarity · Tableau · Basic SQL · Jira · Generative AI (Copilot, Claude)

## LANGUAGES

Spanish (native) · Basque (native) · English C1 (Advanced certificate)