Ray Sanchez.

Product Architect (Design-Led)
AI-Native Workflows and Intelligent Systems
Cannes Lions Winner

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About Me.

Product Architect (Design-Led) with 26+ years across fintech, healthcare, media platforms and startups. I design coherent product systems in AI-accelerated environments, combining hands-on craft with system-level direction. Experienced integrating LLM workflows, AI decision support and automation into live products.

Highlights.

- Integrated LLM-powered workflows into finance products and internal tooling
- Designed AI-assisted decision support for regulated environments (KYC, due diligence, expense policy)
- Built human-in-the-loop interaction patterns for automated decisions, including transparency and override options
- Designed internal case management tools and operational dashboards to improve workflow efficiency
- Led end-to-end product design across discovery, prototyping, testing, and implementation

Selected clients and teams.

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Experience.

2025 - 2026
Pleo • Lead Product Designer Consultant

AI ImplementationTeam

- Led design for AI integrations across internal and client-facing financial systems.
- Designed the first AI-powered expense approval workflows aligned with company policy logic.
- Defined interaction patterns for human-in-the-loop AI, including transparency, override options, and decision traceability.
- Translated model outputs into structured, production-ready product flows in collaboration with engineering and compliance.
- Focused on responsible AI implementation inside regulated financial environments.

KYC Team

- Designed and delivered a new internal case management tool intended to replace legacy onboarding systems.
- Integrated AI into KYC and due diligence workflows to reduce manual review friction and support faster decision cycles.
- Conducted testing sessions with case managers to refine usability, cognitive load, and workflow efficiency.
- Improved clarity and effectiveness in onboarding processes, with validated gains in case handling speed and overall experience.
- Worked closely with product, risk, and operations teams to align automation with regulatory requirements.

2024 - Present
Evrythink • Founder and Chief Product Officer

- Founded and led product strategy for an AI-powered financial co-pilot designed for freelancers and small businesses.
- Designed and integrated LLM-based advisory systems acting as a structured financial assistant embedded within budgeting, forecasting, and expense workflows.

- Translated model capabilities into guided decision-support flows rather than open-ended chat, improving clarity and user trust.
- Defined AI guardrails, evaluation logic, and human oversight mechanisms to support responsible financial guidance.
- Partnered closely with engineering and stakeholders to ship practical AI that reduces cognitive load and improves financial decision quality.

2023 - 2024
Eterlast • Senior Product Designer

- Led the design and rebranding of Eterlast and Pickem, establishing a cohesive product and brand system.
- Designed cross-platform experience across desktop, iOS, and Android with consistent interaction patterns and gameplay logic.
- Built scalable UI structures to support rapid iteration in a live gaming environment.
- Conducted testing and iteration to refine key flows and improve clarity and usability.

2022 - 2023
Hertility • Senior Product Designer

- Led rebrand and product redesign, aligning identity, user experience, and medical credibility into a cohesive system.
- Designed patient journeys across web, improving clarity in sensitive healthcare and diagnostic workflows.
- Built internal dashboards and operational tools supporting doctors, scientists, and internal teams.
- Conducted research and validation to improve trust, usability, and engagement in high-sensitivity flows.
- Collaborated across product, engineering, medical, and marketing teams to align delivery with business goals.

2019 - 2021
Ascential • Senior Product Designer

- Contributed to the launch of the first fully streamed Cannes Lions festival in its 60-year history.
- Designed platform experiences supporting large-scale content distribution and live engagement.
- Led redesign of The Work and WARC platforms, improving navigation, information architecture, and engagement.
- Worked with design leadership, product, engineering, and content teams to deliver cohesive platform experiences.

2018 - 2019
Habito
Senior Product Designer

2017 - 2018
JoinBlink
UX/UI Lead

2015 - 2017
Travioor
Creative Director

2015 - 2016
Ve Global
Senior Graphic Designer

2011 - 2015
Getty Images
Senior Graphic Designer

Education.

- General Assembly, London | UX, User Research, Information Architecture, Interaction Design
- Escape Studios, London | 3D Foundation and Maya
- Instituto de Diseño de Caracas | Illustration and Graphic Design

Skills & Systems.

AI Systems & Workflows

AI Product Design / LLM Integration / Prompt Design / AI-Assisted Workflows / Human-in-the-Loop Systems / Automation Design / Decision Systems / AI UX Patterns / Conversational Interfaces

Claude / Codex / VS Code / Vercel / Cloudflare / Github

Product & Design

Product Strategy / UX & UI Design / User Research & Testing / Design Systems / Interaction Design / Information Architecture / Branding