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Sergio Hurtado

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Senior Product Designer

Freelance product designer

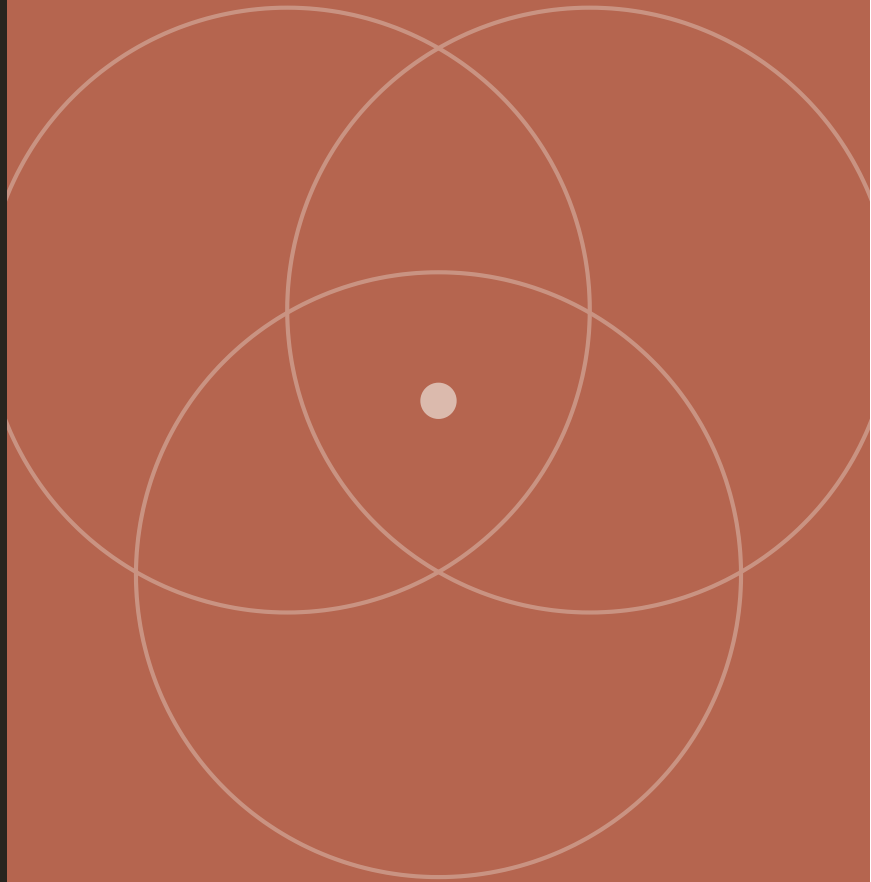
I turn complex problems into solutions that are simple to use, effective and carefully made. Ten years on financial-markets and public-service interfaces. Today independent, from framing through to production.

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Ten years on screens. Today, end to end.

I started my career with a master's in human-computer interaction ergonomics, and I have never stopped exploring new sides of product design since.

For over seven years at Murex I designed interfaces for trading, post-trade operations, treasury and risk management: dense domains where the smallest ambiguity is expensive.

Since July 2026 I have been working independently for several clients, owning the whole chain: framing the need, user research, wireframes, visual identity, design system, interface, then build and launch. Same method as before — analyse, design, evaluate, iterate — over a wider scope, because no stage is delegated.



THE CHALLENGE I LIKE BEST

Guiding stakeholders through a process they don't know: clarifying the objectives, explaining what each design stage is for, and building a realistic schedule. With an independent client who has never worked with a designer, the exercise is the same as with a product committee — only more direct.

Domains

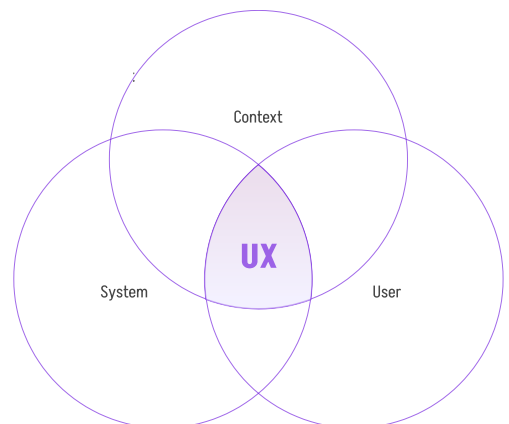
Trading Post-trade Treasury Risk management
Public sector Automotive HMI Retail & logistics E-commerce
Care services

Practices

Design systems Usage analysis Workshops Usability testing
Guerrilla testing Information architecture Service design
Mentoring juniors Gamification Multilingual websites
Art direction Front-end build AI-assisted design

Tools

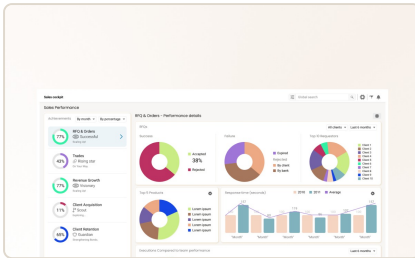
Figma Axure Claude Cowork Claude Design
Claude Code Illustrator Photoshop Premiere Pro



Seven projects, seven different problems.

From a complete cockpit for a fintech's sales desks to the website of a care service that hasn't opened yet, every project starts from the same question: what does this person actually need in order to do their work?

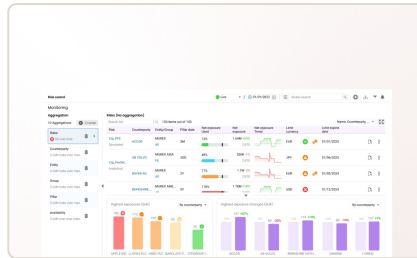
Murex · 2019–2026 · Financial markets



01

Sales Cockpit

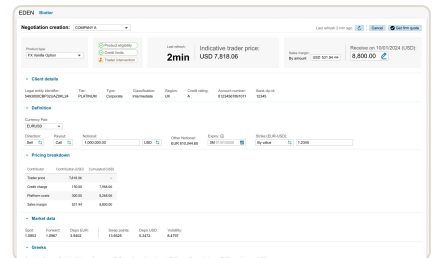
Desktop application · Gamification



02

Credit Risk Control

Desktop application · Alerting



03

Voice Process

Negotiation journey

04 Mobile search application

ALSTOM · 2018

05 Career co-production service

CNAV · 2018

Freelance · 2026 · Web services



06

Chelo — the site of a brand that doesn't sell on it

E-commerce · Brand site · Five languages · Design system



07

Presente — a service that doesn't exist yet

Elderly care service · Trilingual · Mobile first

CONTEXT — INDEPENDENT, SINCE JULY 2026

Since July 2026 I have worked independently for several clients, on engagements where I am the only designer — and often the only person involved. Framing, research, design system, interface, build, launch: the constraint isn't the discipline but the fact that nothing is delegated, so every decision has to hold all the way to production.

Sales Cockpit

2019–2025 · Financial markets · Desktop application

A single solution covering the full working day of a sales desk, with game mechanics added to sustain engagement.

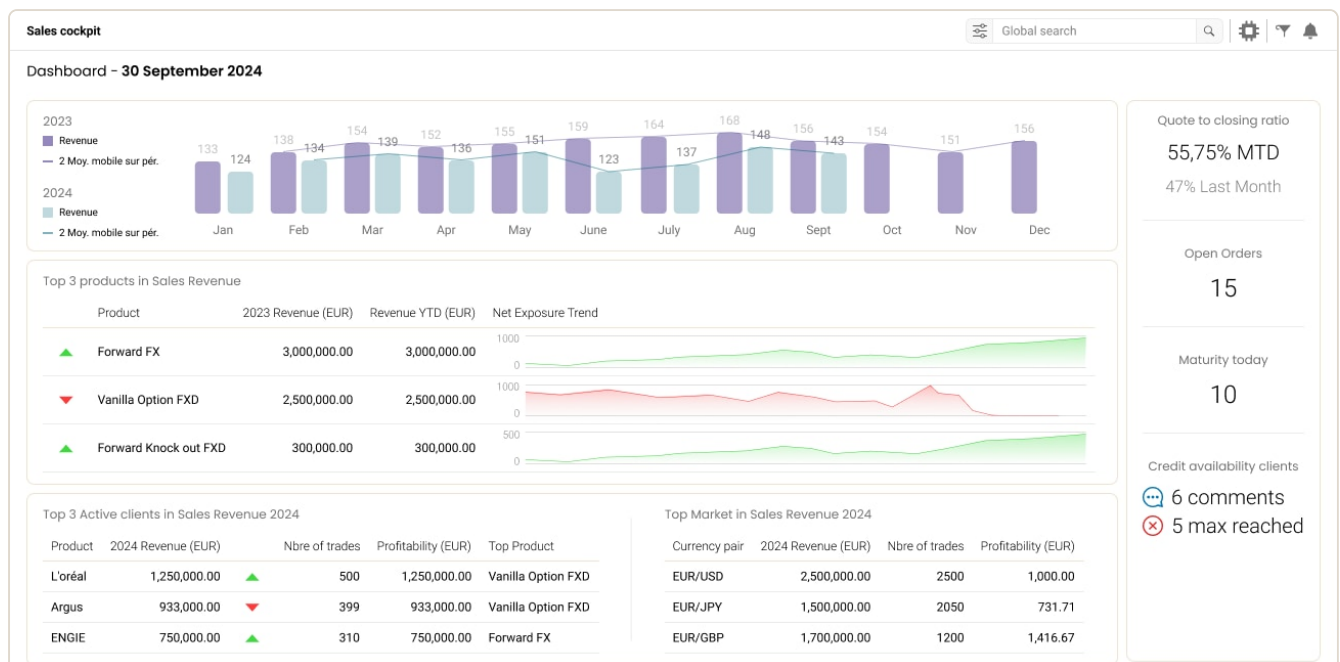
User needs and tasks

In workshops with the business stakeholders I identified the three scenarios of a typical day that the cockpit had to cover:

- tracking your own performance indicators;
- reaching a condensed, actionable to-do list;
- zooming quickly onto one specific client.

Information hierarchy

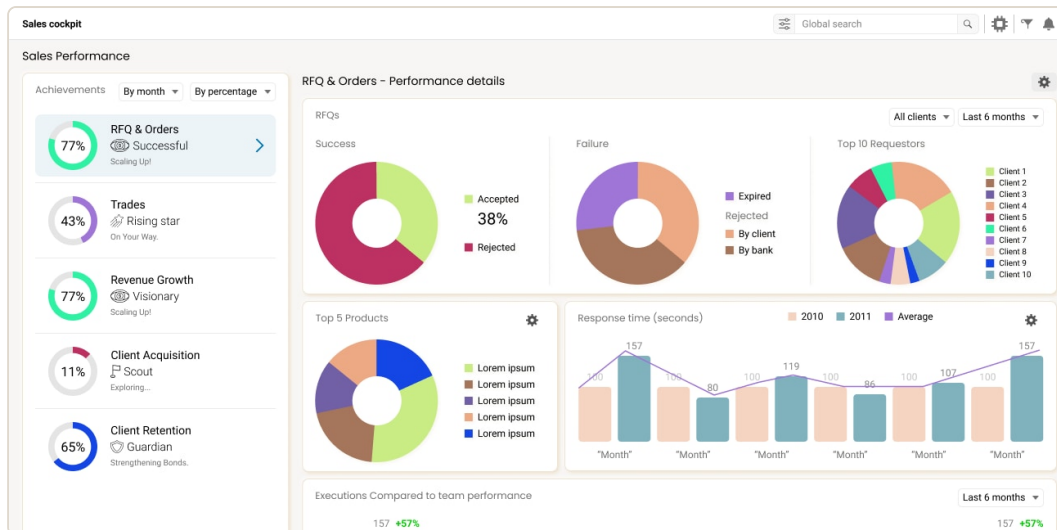
Covering every need of a sales desk in one solution was a colossal challenge. The hierarchy follows what a salesperson needs from the first minute of the day: performance first, then the action list, then client-level detail. Gamification turns the indicators into an engagement driver.



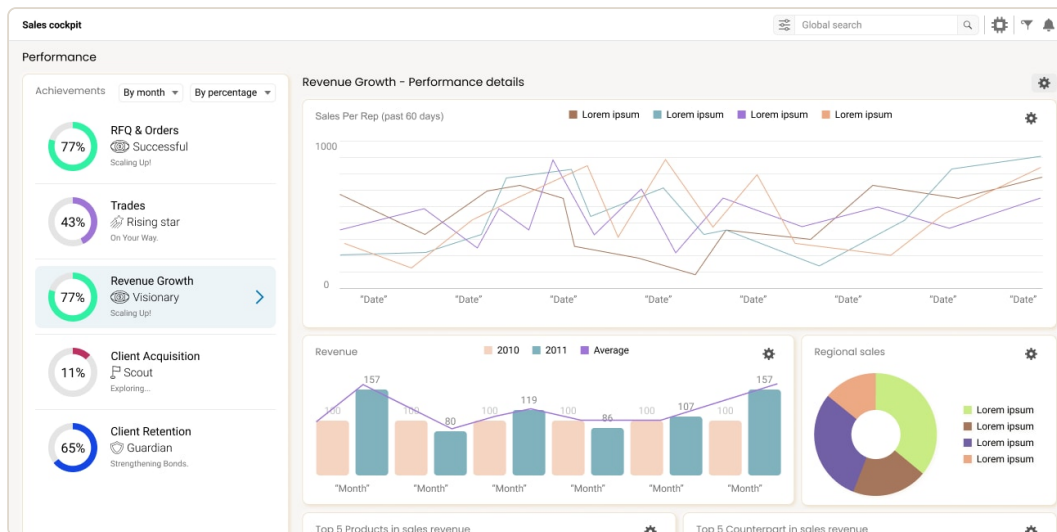
Dashboard — today's view: monthly revenue, target attainment, open clients and alerts.

"A colossal challenge: covering every need of a sales desk in a single solution."

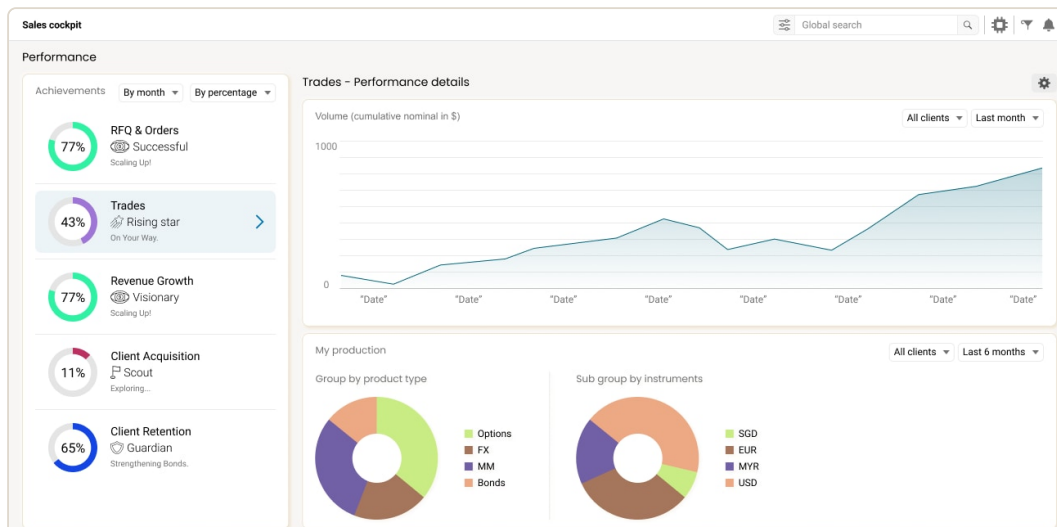
Performance in detail, scenario by scenario



RFQ & Orders — hit and reject rates, top negotiations, response time per client.



Revenue growth — trend against target, best products and best counterparties.



Trades — cumulative volume over time, split by product type and by instrument.

Credit Risk Control

2019–2025 · Risk management · Desktop application

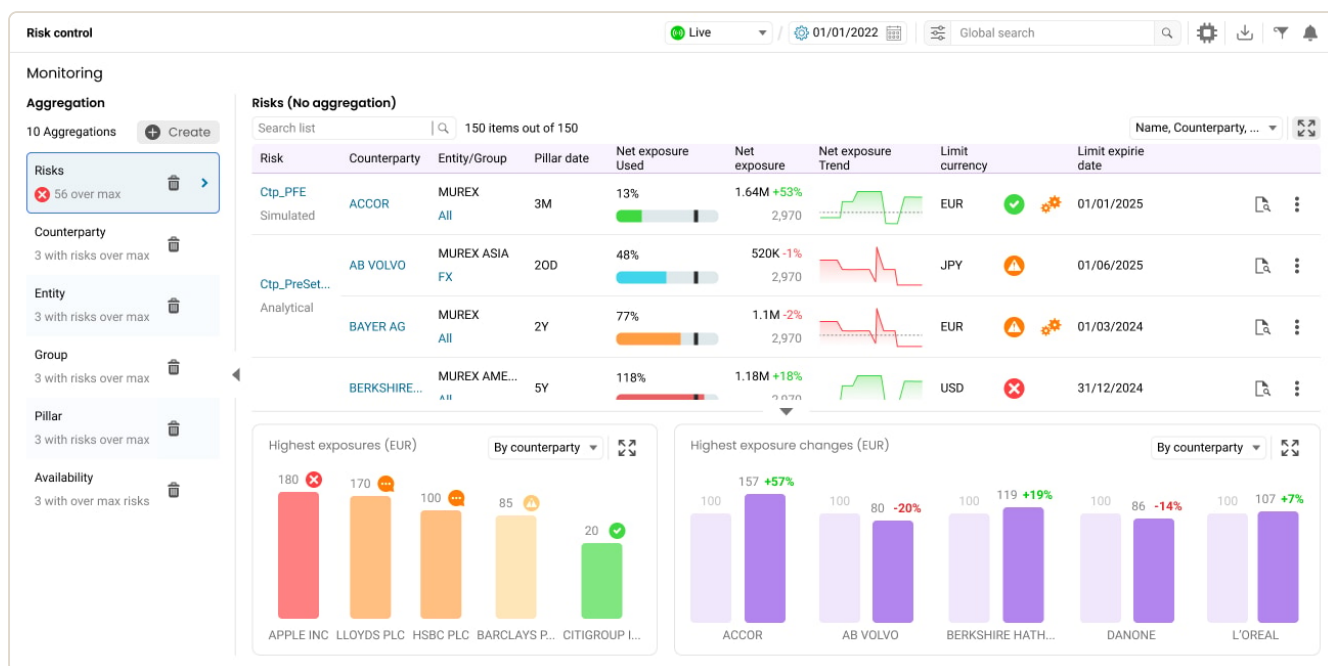
An application covering the full range of a credit risk officer's needs, including the integration of the Voice Process, during which traders and salespeople work together to negotiate with a client.

The problem

Credit risk controllers had to go through four different modules to find the information they needed. None of the four was intuitive, and none was shaped around the three main use cases: monitoring, exploration and resolution.

Information hierarchy

Monitoring the risks that breach their limits emerged as the absolute priority, and it structures the whole layout. Beyond the dashboard the stakeholders had asked for, I proposed a notification system so that officers are alerted wherever they are, at the moment the breach happens.

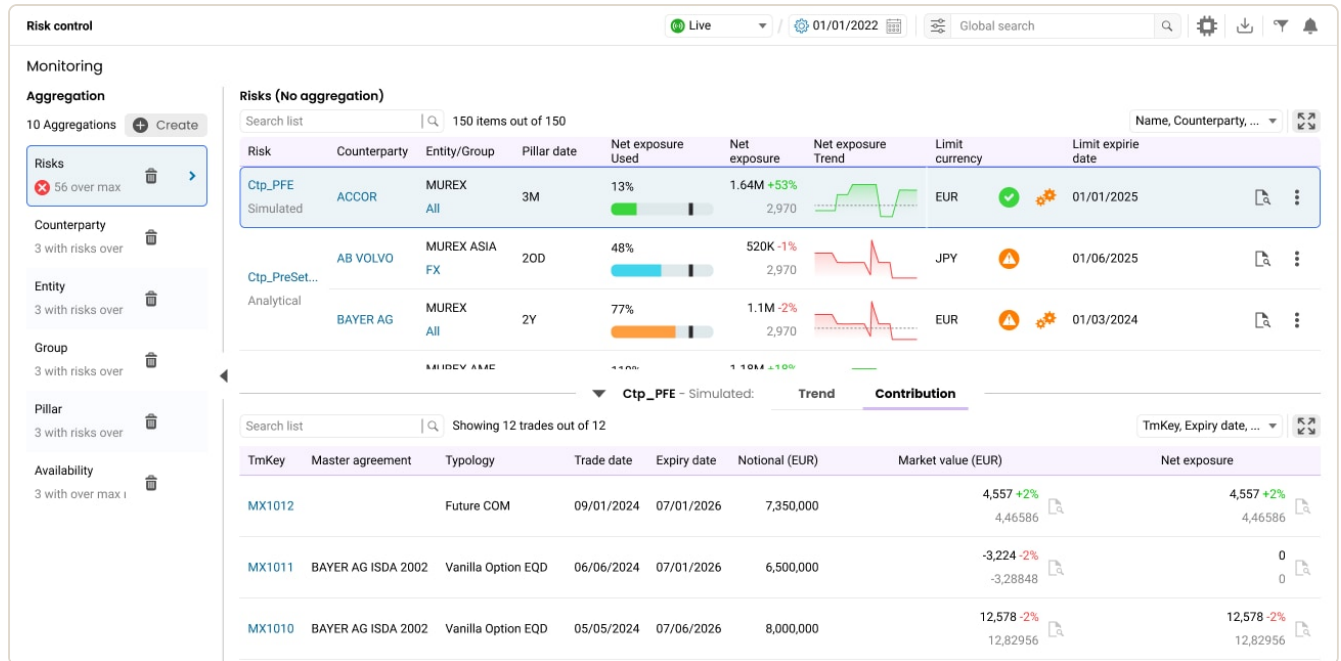


Monitoring — risk aggregated by counterparty, group, pillar and availability, with the highest exposures visible at a glance.

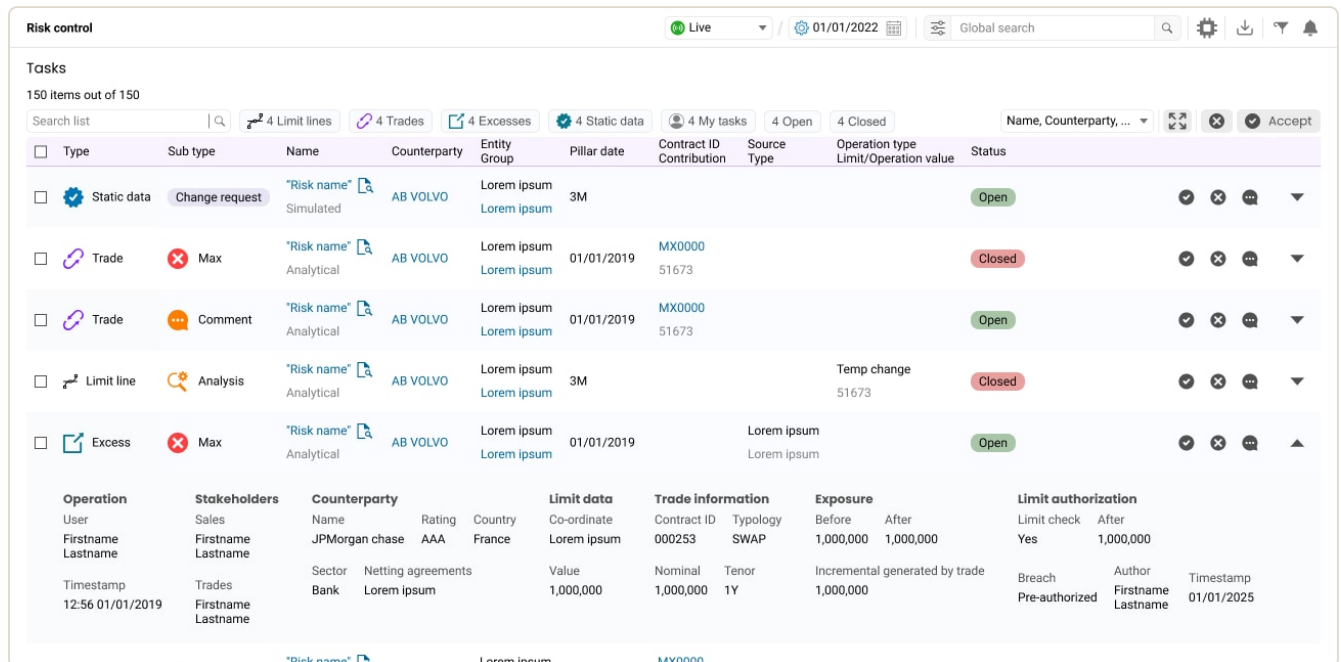
DESIGN PRINCIPLE

Monitoring, exploration and resolution share one continuous surface: the officer never loses the context of the alert they started from.

From the alert down to the trade



Exploration — each trade's contribution to the exposure, with market value and net exposure.



Resolution — a task list filtered by type (limit lines, trades, breaches, static data), with the full context — participants, counterparty, limit authorisation — expanded in place.

Voice Process

2019–2025 · Trading · Negotiation journey

An integration component that lets salespeople enter a negotiation on the client's behalf, directly inside the platform.

The problem

Salespeople had no module in the Murex platform allowing them to capture a negotiation in the client's name: it only worked if the client entered it themselves. Clients were therefore forced to build their own solution for their sales desks.

Information hierarchy

I identified that one of the most decisive pieces of information is whether prices are current, about to expire, or already expired. That status is restated obviously, clearly and consistently throughout the negotiation form.

EDEN Blotter

Negotiation creation: COMPANY A

Last refresh 2 min ago

Cancel

Get firm quote

Product type:
FX Vanilla Option

Product eligibility

Credit limits

Trader intervention

Last refresh:
2min

Indicative trader price:
USD 7,818.06

Sales margin:
By amount USD 531.94

Receive on 10/01/2024 (USD):
8,800.00

Client details

Legal entity identifier:
5493000CBP32UAZ0KL24

Tier:
PLATINUM

Type:
Corporate

Classification:
Intermediate

Region:
UK

Credit rating:
A

Account number:
01234567891011

Bank ctp id:
12345

Definition

Currency Pair:
EURUSD

Direction:
Sell

Payout:
Call

Notional:
1,000,000.00

USD

Other Notional:
EUR 810,044.60

Expiry:
3M 01/01/2025

Strike (EUR-USD):
By value 1.2345

Pricing breakdown

Contributor	Contribution (USD)	Cumulated (USD)
Trader price	7,818.06	--
Credit charge	150.00	7,968.06
Platform costs	300.00	8,268.06
Sales margin	531.94	8,800.00

Market data

Spot: 1.0953	Forward: 1.0967	Depo EUR: 3.9402	Swap points: 13.6525	Depo USD: 5.3472	Volatility: 8.4797
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Greeks

Spot delta (%): 67.2	Fxd delta (%): 67.44	Gamma amt (EUR): -73,821.39	Spot delta amt (EUR): -336,003.09	Forward delta amt (EUR): -337,189.12	Vega amt (USD): -563.54
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Product eligibility

Credit limits

Creating a negotiation — the price-freshness countdown stays at the top of the form and never leaves the screen.

"One of the most decisive things to know is whether prices are current, about to expire, or already expired."

Keeping up with the pace of a phone call

The negotiation form has to keep up with a live call: capture the request, price it and confirm it while the client is still on the line — so that the person on the phone never has to wonder whether the amount they are about to quote is still valid.

EDEN Blotter

ED-12345: COMPANY A
Firm quote
Last trader price 10:30:59
Reject
Accept and execute

Product type:
FX Vanilla Option

Product eligibility
Credit limits
Trader intervention

Expires in:
2 min

Trader price:
USD 7,860.00

Sales margin:
By amount USD 490.00

Receive on 10/01/2024 (USD):
8,800.00

Client details

Legal entity identifier: 5493000CBP32UJAZ0KL24
Tier: PLATINUM
Type: Corporate
Classification: Intermediate
Region: UK
Credit rating: A
Account number: 01234567891011
Bank ctp id: 12345

Definition

Currency Pair:
EURUSD

Direction: Sell
Payout: Call
Notional: 1,000,000.00
USD
Other Notional: EUR 810,044.60
Expiry: 3M 01/01/2025
Strike (EUR-USD): By value 1.2345

Pricing breakdown

Contributor	Contribution (USD)	Cumulated (USD)
Trader price	7,860.00	-
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Sales margin	490.00	8,800.00

Market data

Spot:	Forward:	Depo EUR:	Swap points:	Depo USD:	Volatility:
1.0953	1.0967	3.9402	13.6525	5.3472	8.4797

Greeks

Spot delta (%):	Fxd delta (%):	Gamma amt (EUR):	Spot delta amt (EUR):	Forward delta amt (EUR):	Vega amt (USD):
67.2	67.44	-73,821.39	-336,003.09	-337,189.12	-563.54

Product eligibility

Credit limits

Negotiation detail — client information, definition, price breakdown, market data, greeks and product eligibility, all reachable without leaving the conversation.

Mobile search application

2018 · 1 month · Mobile

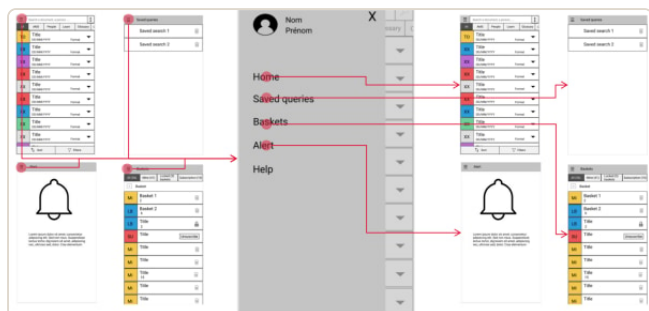
A mobile search application for every employee of the Alstom group, giving each user access to the data relevant to them.

The challenge

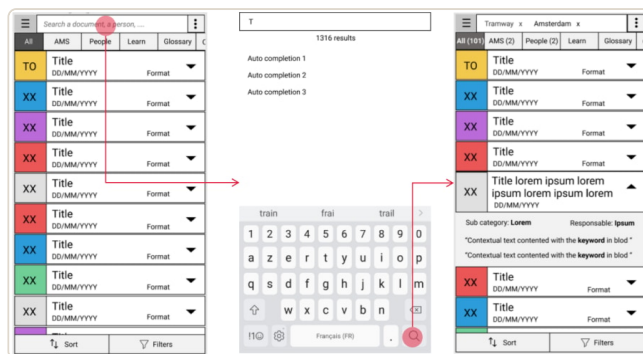
Designing for a strong need for mobility and efficiency — users searching on the move, who cannot afford a long navigation path to reach a single piece of data.

Global menu and global search

I proposed an application that is intuitive and direct for newcomers, and becomes personalised and far more efficient for frequent users through baskets and saved searches.



Global menu — navigation between home, saved searches, baskets and alerts.



Global search — result lists, auto-completion, filters and sorting by entity type.

Career co-production service

2018 · 9 months · Service design

A service through which a pension claimant and the caseworker handling their file reconstruct the claimant's career together.

The idea

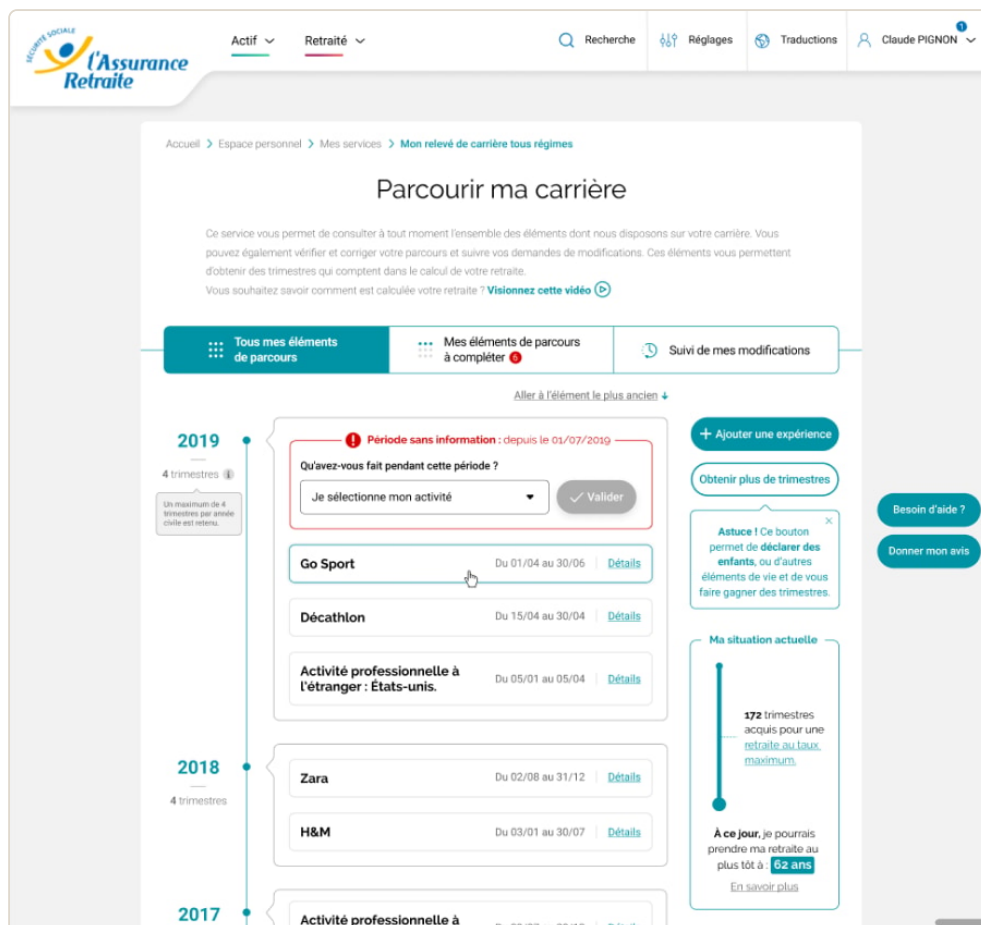
Rather than leaving the caseworker to reconstruct a working life alone, the service lets the two build it together: the interface gives the claimant a view of their own career, which they can then correct and complete where needed.

Engagement

A degree of gamification was introduced through a completion gauge, turning an administrative chore into visible progress the claimant wants to finish.

Method

- Co-production workshops with claimants and caseworkers.
- Coaching the project stakeholders through the process.
- Guerrilla testing with real users.
- Interactive prototypes in Axure.



"Browse my career" — a year-by-year timeline, corrections requested directly inside the timeline, completion gauge on the right.

The website of a brand that doesn't sell on it

2026 · E-commerce · Brand site · Five languages · Freelance engagement

Chelo sells four everyday objects on a marketplace, across four European countries. The brief wasn't "how do we sell more from the site" but a more uncomfortable question: what is a website for, when the selling happens somewhere else?

ANALYSIS

The messages the brand was already receiving said what visitors came for, and it wasn't a shopping cart. Two needs came back repeatedly, and only one of them is about commerce.

Before buying — knowing who you're dealing with. On a marketplace the seller is one line of text. An unknown brand has to prove there is a real company behind it, or the doubt resolves in favour of the incumbent.

After buying — finding an order. The most frequent request by far, and precisely the one the site cannot handle: the order doesn't live there.

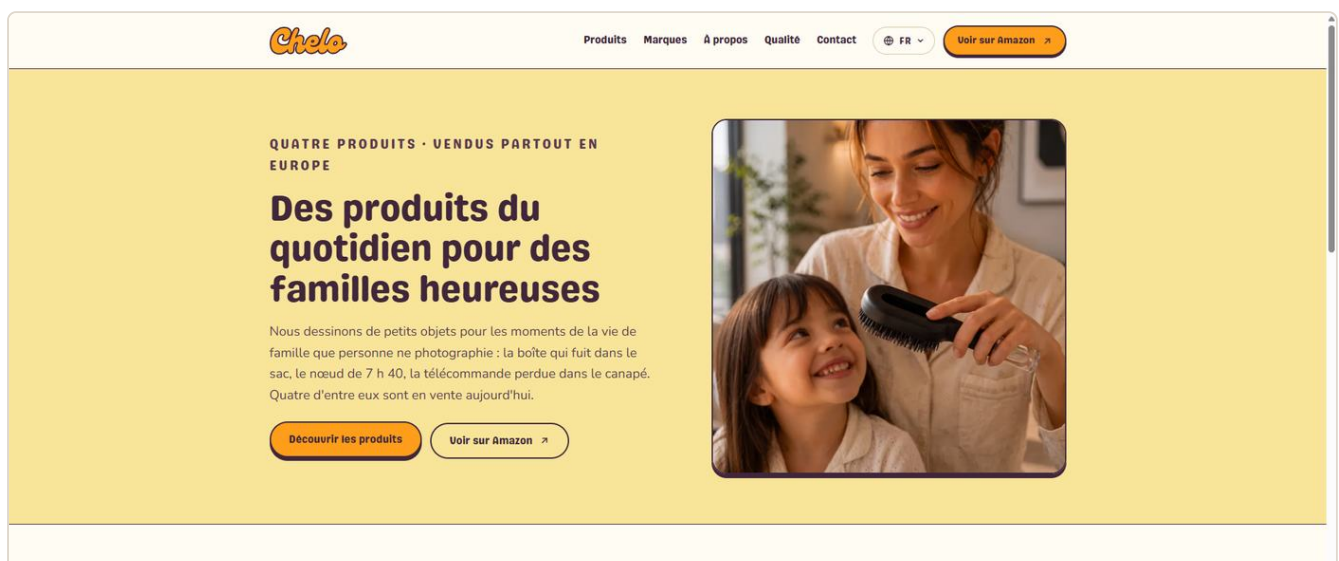
THE ARCHITECTURAL DECISION

The site carries no checkout at all. Every product ends in an outbound link to the marketplace. That single choice removes payment, logistics, after-sales and e-commerce compliance from the scope — and makes the site sustainable, long term, for one person.

DESIGN

Three worlds — Food, Home, Fun — act as the navigational spine. The third hasn't launched: it is announced as being drawn rather than hidden. The visitor reads a brand trajectory, not a catalogue of four references.

Five languages, one URL per language, a persistent selector in the header. They follow the countries where the brand actually sells — not a traffic ambition. One language more than markets would be a promise after-sales cannot keep.



Home: the promise first, the worlds second — and the outbound link to the marketplace available from the header, not buried at the foot of the page.

Redirect before you reply

DESIGN

The contact page receives three requests with nothing in common: a partnership, a question about the company, an order problem. The third is the most frequent and the only one the site can do nothing about. So it is handled **before** the form, not after.

- **A redirect box at the top of the column** sends the buyer back to their marketplace account, where the order actually exists. The user is served faster than by writing, and the inbox doesn't fill with requests that have no possible answer.
- **The company identity block** — registration number, registered office, VAT number — sits opposite the form rather than being relegated to the legal notice. It is what separates "dubious shop" from "identifiable company".
- **The form sends nothing to a server:** it opens the visitor's mail client. No database, no collection, no processing to declare. A static site stays static, and the page says so in plain words under the button.

Redirecting isn't a way of avoiding the customer. It's the recognition that a reply in three days is worth less than a link that resolves in thirty seconds.

EVALUATION & ITERATION

The production constraint was set in advance: static site, existing hosting, unchanged address. No dynamic component was negotiable — which framed every interface decision far more usefully than a specification document.

Contact: language selector open, the company block facing the form, and the box routing order questions back to the marketplace.

The design system had to hold five languages across three worlds. Every component was tested against German first: it is the language that breaks layouts before any other, and what survives German survives everywhere.

01

Wireframes — site map, templates, five languages set from the start

02

Visual identity — typefaces, palette, image treatment

03

Design system — components tested against the longest language

04

UI then build — static pages, launch, unchanged domain

A site that doesn't sell can still be a good site: it only has to do what the marketplace cannot — say who is behind the product.

Presente — a service that doesn't exist yet

2026 · Elderly care service · Cali, Colombia · ES / FR / EN

Presente supports older people in Cali in two ways: a carer at home, always the same person, or a shared house of twelve to eighteen places. The service opens in 2027. So the site had to do something difficult: measure genuine interest without promising a place that doesn't exist yet.

— ANALYSIS

Three audiences, three motivations that don't overlap. Families in Cali looking for a solution now. Adult children living abroad, who decide at a distance and pay. And *cuidadoras* looking for work. A conventional brochure site serves one and loses the other two.

Before opening, a visit measures nothing. The only committing indicator is the qualified expression of interest: who you are, and what exactly you expect.

— DESIGN

One site for both forms. Moving from home care to the shared house is a family decision, not a change of supplier. The architecture places them side by side — one page per form, one shared page of commitments — so the switch doesn't mean starting over.

Mobile first, WhatsApp as the second channel. That is the real ground in Colombia, not a stylistic preference: form and conversation must be equally reachable, from the same screen.



Mobile home, Spanish by default. The headline names both forms of the service in one sentence, before any explanation.

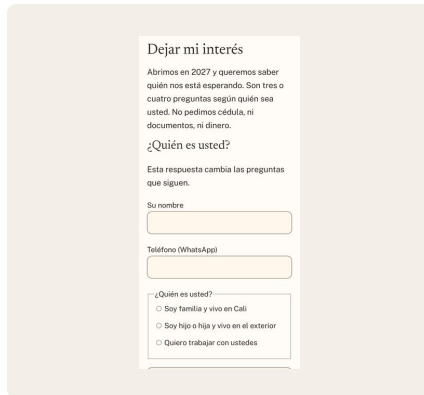
ILLUSTRATION RATHER THAN PHOTOGRAPHY

The place doesn't exist. A stock photograph would lie about what the family will come to visit, and one disappointed visit in 2027 would cost more than all the traffic gained until then. Illustration promises an atmosphere without faking an address — and it stays true on opening day.

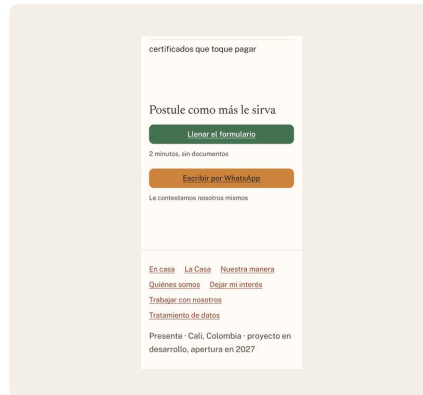
One form for three audiences

DESIGN

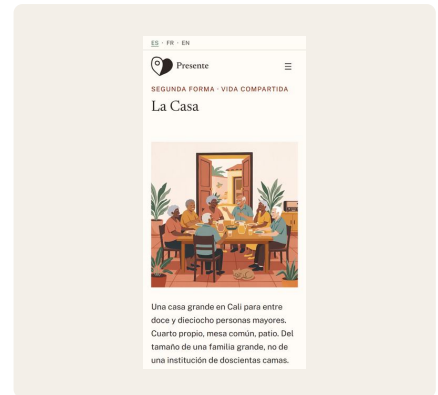
The first question asked — "Who are you?" — isn't administrative: it branches the three or four questions that follow. A family in Cali, an adult child abroad and a job applicant never have to answer the same things, and none of them should have to read the other two's questions.



Expression of interest: what is *not* asked is written above the first field.



Applying: duration stated before the click, WhatsApp as the second option.



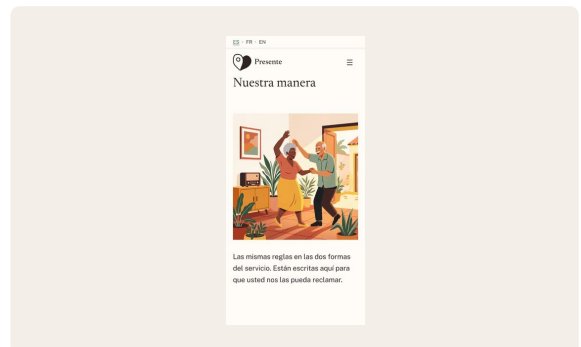
The shared house: scale given in places, not in promises.

- **No ID, no documents, no money** — the sentence sits above the first field. In this market a form asking for the *cédula* reads as a risk, and the sentence that says so is worth more than one field fewer.
- **"Two minutes, no documents"** under the apply button: the duration is announced before the click, not discovered on the next screen.
- **Commitments written to be claimed.** One page states the service's rules, identical in both forms, and says explicitly that they exist to be held to. In care, a verifiable commitment reassures — an adjective does not.
- **An opening "during 2027", with no date and no address.** Announcing less protects the launch: nothing to retract, and the wait stays honest.

EVALUATION & ITERATION

The site is trilingual by structure, not by bolted-on translation: Colombian Spanish by default, French and English for the diaspora, with visitor language detection. The typefaces — a display serif and a reading sans — were chosen to hold up at large sizes: a share of the readers is over seventy.

Same production chain as the previous project: wireframes, visual identity, design system, UI, then development — mockups in Claude Design, build in Claude Code.



"Our way of working": the service's commitments, shared by both forms.

Before opening, the deliverable isn't a website: it's a list of people waiting — and the proof that you know which ones.

Professional background

2026 — PRESENT

Independent

Freelance Product Designer

End-to-end web service design for several clients. **Chelo** (e-commerce): five-language brand site, architecture with no checkout, multilingual design system, static build. **Presente** (elderly care, Cali): trilingual mobile-first site for a pre-opening service, branching form serving three audiences, commitments page. On every engagement: framing, user research, wireframes, visual identity, design system, UI, build and launch.

2019 — 2026

Murex

Senior Product Designer

Designing solutions for financial and technical users: design system development, usage analysis, stakeholder workshops, mentoring junior designers, usability testing, information architecture analysis and prototyping in Figma.

2018 · 9 MONTHS

CNAV (CGI)

French national pension fund

Co-production service design: workshops, stakeholder coaching, guerrilla testing and Axure prototypes.

2018 · 1 MONTH

Alstom (CGI)

Mobile search application

Designing a mobile search application for every employee of the group.

2018 · 2 MONTHS

Gendarmerie nationale GD (CGI)

Ergonomic guidelines standardisation

Standardising the ergonomic rules for mobile applications.

2017 · 1 MONTH

Kalhyge (CGI)

Application redesign

Redesign of a client-contract management application.

2017 · 4 MONTHS

Pôle emploi – IT (Bertin)

Recommendation engine evaluation

Usability-testing evaluation of a recommendation engine.

2016 · 6 MONTHS

La Poste (Bertin)

Tablet application for retail operations

Designing a tablet application supporting in-store retail operations.

2014 · 22 MONTHS

Groupe PSA — UX Cockpit Team (Bertin)

Embedded and digital HMI ergonomics

Lead for the ergonomics of embedded and digital interfaces.

2014 · 6 MONTHS

Orange — DSIF

Sales-operations interface redesign

Redesign of the interface supporting commercial activity.

Education

Master's in human-computer interaction ergonomics —
Université Paris Descartes.

Languages

French — native · Spanish — native · English — fluent.

Let's talk.

I'm looking forward to your message, and to shaping what we could work on together.

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