Samuel Baquera

Senior Product Designer

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SUMMARY

Senior product designer who turns dense financial and health data into clear, plain answers. For nearly three years I was the only designer at SureCost, across four engineering teams. My work there helped grow recurring revenue from $6M to $12.5M. I build what I design, from accessible design systems to production front end.

EXPERIENCE

Product Designer, baquera.design

Feb 2026 – Present

Contract design and build for startups

- **Shipped iOS app to the App Store** with SwiftUI and Claude Code.
- **Cut court booking from 3 minutes to 10 seconds**, with live payments.
- **Contributing front end code** to active production codebases.

Product Designer, SureCost

May 2023 – Jan 2026

HealthTech SaaS for pharmacy procurement

- **Led 0 to 1 Purchase Manager**, signing a 2,000-pharmacy buying group.
- **Helped grow ARR from $6M to $12.5M** in one year.
- **Designed compliance dashboards** that caught an $18K rebate shortfall.
- **Built WCAG 2.1 AA design system**, cutting pages from 3 sprints to 1.
- **Sole designer on Struts to React migration**, rebuilding 60% of pages.
- **Designed role-based dashboards**: 5+ clicks to 2 to start an order.
- **Built two custom AI design agents**, tripling team capacity.

Customer Advocacy Specialist and Design Mentee, OnePay

Dec 2021 – Jan 2023

FinTech SaaS for modern banking

- Helped scale user support during Walmart acquisition.
- Mentored under a Senior Product Designer through the product development cycle.
- Researched 400+ user cases after the launch of an app rebrand.
- Identified trends in support tickets to guide product improvements.

SKILLS

Design: Product Strategy, User Research, Design Systems, Accessibility (WCAG 2.1 AA), Data Visualization, AI Prototyping, Front End (HTML, CSS, Tailwind), AI-Assisted Coding

Tools: Figma, Cursor, Claude, Jira, Dovetail, GitHub, Maze, Mixpanel, Xcode, Lovable, Framer, Slack

EDUCATION

Bachelor of Science, Oral Roberts University · **Product Design**, Memorisely