

M. Eugenia Sánchez Jovandaric

Strategic Product & UX Lead
London, UK | Remote-ready | Global mobility
LinkedIn | Website

Professional Profile

Strategic Product & UX Lead with 15+ years of experience across subscription platforms, media, luxury branding and digital transformation. I specialise in structuring product decisions in complex, often under-defined environments — bringing coherence to systems that are still being built, and aligning brand integrity, design quality and measurable business outcomes.

I operate effectively across both ends of the spectrum: defining product foundations where none exist, and bringing coherence and momentum to environments already in motion. I move fluidly between strategy and execution, and between ambiguity and structure.

My cross-sector background — spanning regulated media environments, high-stakes brand ecosystems and data-driven subscription platforms — gives me a systemic view of product that translates well into structured, compliance-aware contexts such as fintech. I am drawn to environments where product quality, governance and user trust are treated as strategic assets, not afterthoughts.

Professional Experience

DMG Media — Senior Product / UX Designer
2021–2026 · London
Joined at a pivotal moment of platform consolidation and brand evolution, contributing across three strategic workstreams:

Subscription & Acquisition UX — Design onboarding and paywall flows contributing to a base of 98k+ paying subscribers and 1.1M registrations, with a measurable impact of +£2M in revenue. Introduced passwordless authentication and Google One Tap, scaling daily sign-ins from 40 to 4,000 — a 100x increase in activation throughput.

Editorial Platform & Rebrand — Led UX for the redesign of The i Paper's digital platform during a full brand refresh. Defined component architecture and interaction patterns that balanced editorial flexibility with system coherence, resulting in +14.6% page views per session, +10.4% articles read per visit, and –24.2% development time through a more scalable design system.

CRM & Lifecycle Strategy — Designed lifecycle communication frameworks and personalised re-engagement flows mapped across subscription states (trial, active, at-risk, lapsed). Delivered –13.2% cancellations, –18.4% onboarding drop-offs and +24.5% activation efficiency — directly improving retention economics at scale.

Operated in a high-autonomy environment where product, design and data functions overlapped — taking ownership of problem framing, research synthesis and cross-functional alignment alongside delivery.

WinTechnologies — Senior Designer / UX
2019–2021 · London
Multi-channel product optimisation, design governance, mentoring.

Hogarth Worldwide (WPP) — Senior Designer
2018–2019 · London
Luxury and global brand environments (incl. Rolex). Focused on brand consistency, digital quality assurance and high-standard experience delivery across channels.

Publicis Media — Product Designer / UX
2011–2018 · Madrid
Digital transformation and enterprise client ecosystems across luxury, finance and consumer sectors.

Education & Certifications

Graphic Designer Degree
Master's Degree in Frontend Development
Google Project Management
Product Management GA
UX Design GA
UI Design Patterns Interaction Foundation

Core Toolkit

Design Systems & Component Libraries
Product Roadmapping & KPI Definition
Qualitative & Quantitative Research
AI-assisted Insight & Documentation Workflows

Languages
English · Spanish · Learning Mandarin

Comfortable operating across product and technical environments, including documentation systems (Notion, Jira), frontend fundamentals (HTML/CSS), and AI-assisted workflows (Claude, Python-based exploration, React).

Core Capabilities

- Product Framing & Decision Architecture
- System Coherence & Governance
- Cross-functional Alignment
- Design Systems & Brand Integrity
- Data-informed UX Strategy
- AI-assisted Research & Workflow Optimisation

Professional Intent

Interested in product-led environments where experience quality, system coherence and measurable outcomes are treated as strategic priorities.

I am drawn to roles offering strategic ownership, cross-functional depth and the opportunity to structure product decisions at scale.

Detailed Linkedin profile here