

## **PRISCILA E. SORENSON**

Senior Product Designer | FinTech, Quantitative Platforms & Trading Systems  
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### **PROFESSIONAL SUMMARY**

Senior Product Designer with 10+ years of experience specializing in FinTech, AI, quantitative platforms, and complex data systems. Designs products at the intersection of UX, financial markets, and advanced AI, translating complex model behavior, quantitative signals, APIs, and large-scale datasets into clear decision-support experiences.

Experience includes AI-driven platforms, LLM and multimodal workflows, model evaluation, prompt optimization, output quality, analytical dashboards, retrieval and ranking experiences, and data-intensive systems. Partners closely with engineering and data teams to turn ambiguous requirements into scalable, production-ready product experiences.

Brings hands-on experience in quantitative research, algorithmic trading, backtesting, multi-asset markets, and market-data APIs, providing practical understanding of the users, workflows, and systems behind financial technology products.

*Currently preparing for the FINRA SIE exam.*

### **CORE CAPABILITIES**

Product & UX: Enterprise Product Design · UX Strategy · Systems Thinking · Information Architecture · Complex Workflows · Design Systems · Interaction Design · Prototyping · User Research · Accessibility / WCAG

Financial & Quantitative: FinTech Product Design · Quantitative Research · Algorithmic Trading · Strategy Backtesting · Multi-Asset Markets · Risk & Performance Analysis · Trading Systems · Technical Analysis

Data & Engineering: Real-Time Dashboards · Signal Visualization · Decision-Support Systems · API Integrations · Data Visualization · Python · SQL · Machine Learning

Blockchain & Web3: Smart Contracts · EVM Ecosystems · DeFi · On-Chain Analytics · NFT Development · Web3 Product Design

OSINT & Investigative Research: Open-Source Intelligence (OSINT) · Digital Investigations · Source Verification · Entity Research · Social Media Research · Link Analysis · Data Collection · Geolocation Research

## PROFESSIONAL EXPERIENCE

### QuantW Capital | Quantitative Product Strategist / Senior Product Designer | 2025–Present

- Designed product experiences for quantitative investment and market-intelligence platforms supporting trading research, portfolio analysis, risk monitoring, and signal interpretation.
- Defined workflows for market scanners, portfolio tools, and decision-support interfaces evaluating equities, options, and futures.
- Translated quantitative models, trading signals, and live market data into clear, actionable dashboards.
- Collaborated on architecture combining market-data APIs, automated scanners, and portfolio analytics.

### Skull Games | OSINT Volunteer | 2024–present

- Conducted open-source intelligence research in support of investigative efforts, using publicly available information to identify, verify, and connect relevant digital information and entities.

### Raken AI Labs | Senior Lead Product Designer, AI & Data Platforms | 2024–2025

- Led UX strategy for enterprise AI platforms, turning complex data and decision workflows into clear information architecture and self-service experiences for financial and data-intensive products.
- Designed scalable interaction systems for real-time analytical dashboards and AI-driven workflows.
- Partnered with engineering and data teams on LLM tuning, model evaluation, prompt-driven workflows, APIs, and data pipelines to align product experiences with AI system behavior.
- Translated complex AI outputs into clear, usable interfaces that helped users interpret model responses and make informed decisions.

### Synechron | Senior Product Designer, FinTech Platforms | 2021–2023

- Redesigned complex financial workflows in regulated, data-intensive banking environments.
- Built scalable design-system patterns for sophisticated financial products.
- Conducted research on financial decision behavior and improved workflow efficiency.

### H-E-B Digital | Lead Product Designer | 2020–2021

- Led cross-functional design initiatives and large-scale design systems for high-conversion e-commerce experiences.

#### Beyon4d | Lead Product Designer | 2018–2020

- Designed data-driven platforms with advanced visualization and interaction models for complex technical systems. AR/VR expertise.

### FINANCIAL MARKETS & QUANTITATIVE EXPERIENCE

#### Independent Quantitative Trading Systems Designer & Active Trader | 2019–Present

Designs, researches, backtests, and operates proprietary algorithmic and discretionary strategies across equities, equity warrants, options, futures, and crypto.

- Develops rule-based and algorithmic strategies using quantitative, technical, and behavioral signals.
- Conducts research to identify anomalies, momentum regimes, volatility conditions, and trading opportunities.
- Designs and runs historical backtests evaluating signal quality, drawdowns, profitability, and risk-adjusted performance.
- Actively day and swing trades multi-asset portfolios; evaluates options and futures from directional and risk perspectives.
- Builds real-time market scanners and performance/risk dashboards.
- Integrates market-data APIs and translates complex signals into decision-support interfaces.
- Extensive use of TradingView for multi-timeframe analysis, custom indicators, and systematic workflows.

### SELECTED TECHNICAL WORK

Quantitative Trading Scanner — Multi-asset signal discovery, momentum/volatility monitoring, and API-driven analytical tools for systematic and discretionary trading.

Algorithmic Trading Systems — Proprietary strategies, backtesting frameworks, and performance evaluation focused on profitability and regime robustness.

#### CryptScore — CryptScore — Blockchain / OSINT Analytics Platform

Blockchain analytics platform for on-chain trust signals, transaction behavior, and risk indicators in DeFi.

### TOOLS & TECHNICAL FLUENCY

Design: Figma · FigJam · Prototyping · Design Systems · Interaction Systems · Accessibility / WCAG

Trading & Quant: TradingView · Level II · Technical Analysis · Algorithmic Trading · Backtesting · Market Scanning · Risk Analysis

Data & Engineering: Python · SQL · REST APIs · JSON · Data Analysis · Machine Learning · Tableau

Blockchain: Smart Contracts · EVM · NFTs · DeFi · On-Chain Analytics · Web3

## EDUCATION & CERTIFICATIONS

Universidad Autónoma de Tamaulipas — Bachelor's, Graphic Design & Digital Illustration  
Designers Up — Master in Product Design (UI/UX)

Dev.f — White Belt: HTML5, JavaScript, CSS

Massachusetts Institute of Technology (MIT) — Professional Certificate, Data Science & Machine Learning

Harvard University — CS50's Introduction to Programming with Python

Florida Atlantic University — Certificate of Completion, Introduction to Python 3 Programming

Nielsen Norman Group — UX Certificate, ID 1067600

FINRA SIE — Candidate (Exam Preparation in Progress)

Dakota State University — NCAE-C DSU OSINT Specialist Investigator - Capstone

## ACHIEVEMENTS

Finalist — MIT Data Science Hackathon

Finalist — Google Hack in Miami (Algorithmic Trading Bot)