

# DANIELA PAZ ARÉVALO

Senior Product Designer | Senior UX/UI Designer

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## EXPERIENCE

### Senior UX/UI Designer & Researcher | Epson USA | Contract (Insight Global)

May 2024 - Present

- Lead UX/UI across various projects and teams within Epson and external agencies
- Determine, review, and revise client-facing B2B / B2C and internal designs for optimal user experience and meeting business needs
- Conduct research via UserZoom to best understand user product needs and base design decisions accordingly
- Ideate and establish key features and direction of new product, meet with stakeholders to present the design concepts
- Rapidly design and prototype mobile app on Figma, considering varying flows for multiple personas

### Senior Product Designer | DISH Network | Contract (Robert Half)

May 2023 - April 2024

- Lead Product Designer at enterprise for various projects and brands, such as OmniMoney by Boost Mobile in Fintech and OnTech Smart Services in IoT eCommerce, including redesigning Google Nest partner page, surpassing the business goal by an additional 3.4% within the first week of launch
- Rapid design and prototyping in Figma, incorporating innovative, highly-interactive elements for optimal engagement while meeting WCAG accessibility standards
- Conduct research such as surveys and A/B testing via UserZoom, using heatmaps, attention levels, and website interactions via Quantum Metric to make research-backed, user-friendly design decisions
- Clearly communicate and collaborate with stakeholders, developers, copywriters, other teams, and external agencies for optimal efficiency and project success
- Tackle a variety of projects across several lines of businesses; effectively prioritize tasks to meet deadlines, company objectives, and client expectations in an Agile manner
- Revamp of Digital Design System to be used across 5 brands, including creating components and documentation that are fully functional, accessible, and prototyped, all considering UX best practices

### UX/UI Designer | Freelance

April 2022 - April 2023

#### Team Lead | Client: Happy AI (B2B SaaS, Artificial Intelligence)

- Lead team of Junior UX/UI Designers, manage scope, provide guidance, support, and close collaboration
- Rapid redesign in an Agile methodology team environment for SaaS B2B desktop website of AI ChatGPT product
- Communicate effectively with key cross-functional teams spanning across product, management, and client, to complete project deliverables within given timelines in an efficient, adaptive, and collaborative manner; using Jira for organization
- Create high-quality deliverables including user flows, low to high-fidelity wireframes, and prepare designs for developer handoff, with implementation of feedback via rapid design iterations for optimal UX and product success

### **Client: Startup in Stealth Mode (B2C Health Technology)**

- Redesign B2C mobile app in Figma for a startup in the health and wellness industry, consider timeline and budget for product launch, and be highly adaptable to shifting business needs
- Collaborate closely with Product Owner and CEO, identify design discrepancies throughout various sections, ideate effective and efficient solutions, redesign the solutions, and implement into the mockups for development
- Update, organize, and leverage established Design System; create new and update existing components, text, and screens to ensure consistent designs throughout large mobile app for optimal efficiency amongst the teams
- Translate business and user needs into design solutions, define project requirements and ensure consistency

### **Client: Despark (B2B B2C Web3 Research)**

- Design end-to-end flows for B2B and B2C web3 UX research desktop app and website
- Rapid deliverables of user flows, site maps, wireframing, interactive designs and elements, and design system
- Create organized design files in Figma with use of autolayout and components to create pixel-perfect designs for optimal efficiency and consistency within the design team and end-user experience
- Advanced creative UI design skills to achieve web3 style via glassmorphism, soft gradients, and dark-themed website

### **Client: Crysteous (B2C eCommerce)**

- Redesign B2C eCommerce website for luxurious natural body product to attract and retain users, increase brand recognition, product sales, and ensuring designs reflect both the product and brand
- Stay abreast of emerging trends and best practices in UX/UI design for optimal user experience and company success
- Identify design issues, user pain points; taking broad ideas and fine-tuning them into user-centered solutions
- Design solutions and screens that are visually appealing, highly usable, and accessible to a diverse range of users, while adhering to design systems and brand guidelines

### **UI Designer & Operations Manager | Innovative Nutrition**

April 2014 - October 2021

- Redesign B2C e-commerce websites for natural health products to increase sales, user retention, and recognition of brands resulting in a 200% increase in sales
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- Close collaboration with CEO/Product Owner to ensure products meet both company and user needs
- Make executive decisions about the websites' look, feel, and behavior to ensure website designs are up-to-date, improve user trust in the brands and products
- Manage, train, and lead a diverse team towards company success via guidance, communication, and team collaboration

## **EDUCATION & CERTIFICATIONS**

Project Management | Agile for UX/UI | UX Research for Web3 | UX Design for VR | Advanced Prototyping - Design Masterclass

UX Design Fundamentals for XR | XR (AR & VR) Development with Unity | C# Scripting Fundamentals - Circuit Stream

UX/UI Design for XR (AR, MR, VR) - University of Michigan via Coursera

Minister, Masters Degree in Metaphysical Science - University of Metaphysics

## **SKILLS**

**Design and Research:** Mobile App Design, Web Design, Product Design, Design Thinking, Responsive Design, Interaction Design, Design Composition, Typography, Wireframes, Ideation, Rapid Prototyping, Mockups, User Research, User Testing, Usability Research, Information Architecture, Accessibility, WCAG

**Soft Skills:** Agile Mindset, Management, Leadership, Curiosity, Collaboration, Adaptability, Critical Thinking, Problem Solving, Creative, High Motivation, Disciplined, Team Player, Self-Starter

**Tools:** Figma, FigJam, Miro, ProtoPie, Adobe XD, Invision, UserZoom, Adobe Photoshop, Unity, Procreate, Visual Studio, Jira, Wrike, ShapesXR, Quantum Metric

**Basic Knowledge:** C#, CSS, HTML, Blender