DANIELA PAZ ARÉVALO

720 243 4549 | danielapazcontact@gmail.com | LinkedIn: https://www.linkedin.com/in/daniela-paz-arevalo
Portfolio: https://uxuidesigner.tech

EXPERIENCE

Senior UX/UI Designer & Researcher | Epson USA | Contract (Insight Global)
May 2024 - November 2025

- Pioneer Epson enterprise's **first socially-driven app for multi-device** use by **leading design** workflow and international agency team, co-create product vision with PMs and stakeholders to steer the concept into a modern, social, and community-centric app. Establish app identity, create the app logo, deliver a new design language and experience, unlike anything previously seen at Epson. Establish **AI features** for future rollouts. Consistently **exceeded KPIs** (**2x**, **2.4x**, and **4.8x in the first month** of launch) **Patent-pending co-inventor**
- Steer redesign by leading the UX/UI direction and brainstorm product features with stakeholders of mobile app for printers and scanners of **7M+ global users** and introduce a modern, user-centered experience that elevates Epson's brand position. Guide team while contributing hands-on to critical design work
- Ideate and **establish key features** of groundbreaking products, regularly meet with stakeholders to discuss direction, create and present design concepts, while considering shifting business needs
- **Lead UX/UI direction** at global enterprise for **10 simultaneous projects** (B2B, B2C, SaaS, design system, mobile apps), balancing strategic leadership with hands-on Figma work, ensuring to meet WCAG accessibility requirements
- Manage design direction of **global agencies and teams of 10+ people** by reviewing design work and copywriting, providing guidance and feedback to surpass user, business, and team needs
- **Hands-on design** of products by designing wireframes, wireflows, high-fidelity mockups, and prototypes
- Conduct research via UserZoom (surveys, A/B tests, interviews) to inform design decisions
- Collaborate with stakeholders to leverage technology advancements by leading **AI projects** and integrating AI-driven features to existing products for a smoother experience and to boost user engagement

Senior Product Designer | DISH Network / EchoStar | Contract (Robert Half)
May 2023 - April 2024

- Lead Product Designer at enterprise for various projects and brands, such as AI chatbot for OmniMoney by Boost Mobile in Fintech and OnTech Smart Services in IoT eCommerce. Redesign of Google Nest partner page, **exceeding all KPIs** (**1.3x & 4.2x in the first week** of launch)
- Rapid design of wireframes, wireflows, mockups, 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 for OnTech Smart Services and Sling Latino, 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 business, effectively prioritize tasks to meet deadlines, company objectives, and client expectations in an Agile manner throughout the design workflow
- 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

Clients: **Happy AI** (B2B, SaaS, AI), **Health Startup** (B2C Health Tech), **Despark** (Web3 Research), **Crysteous** (B2C eCommerce)

- Led team of **5 designers**, working closely with product owners and CEO
- Rapid design workflow in Figma, including research, low to high-fidelity wireframes, user flows, and prototyping in an iterative manner, via Agile methodology

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**
- 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

PATENTS

- Co-inventor – Patent-pending method for controlling information between computing device, display system, and long-term storage medium (Filed March 2025, Epson USA)

EDUCATION & CERTIFICATION

AI For Designers | Get Ahead In Product Design With AI - Interaction Design Foundation

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

Masters Degree In Metaphysical Science - University of Metaphysics

SKILLS

Core: UX/UI Design, Mobile & Web Apps, Design Systems, Research, Accessibility (WCAG), Rapid Prototyping, Mobile App Design, Web Design, Product Design, Design Thinking, Responsive Design, Interaction Design, Design Composition, Typography, Wireframes, Ideation, AI Artificial Intelligence, Prompt Engineering

Leadership: Team Direction, Stakeholder Management, Cross-functional Collaboration

UX Tools: Figma, FigJam, Figma Site, Miro, ProtoPie, Adobe Suite, Invision, UserZoom, UserTesting, Microsoft Clarity, HotJar, Procreate, Visual Studio, Jira, Wrike, ShapesXR, Quantum Metric, Jira, Unity (basic C#, CSS, HTML, Blender), Google Suite, Microsoft Suite

AI Tools: Chat GPT, Gemini, Microsoft CoPilot, Perplexity, Figma Make, UX Pilot, Google Stitch, Google AI Studio, Canva AI Code, Claude, Lovable, Sora, Veo, Nano Banana Pro, Adobe Firefly