

DANIELA PAZ ARÉVALO

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EXPERIENCE

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

May 2024 - Present

- Pioneer Epson's **first socially-driven app for multi-device** use by leading 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. 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 agency 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
- Conduct research via UserZoom (surveys, A/B tests, interviews) to inform design decisions
- Collaborate with stakeholders to leverage technology advancements by integrating **AI-driven features** to best enhance products and boost user engagement

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, **exceeding all KPIs (1.3x & 4.2x in 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 business, 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

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 and prototyping in Figma, including low to high-fidelity wireframes 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 & 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

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

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

Tech: Figma, FigJam, Miro, ProtoPie, Adobe Suite, Invision, UserZoom, Procreate, Visual Studio, Jira, Wrike, ShapesXR, Quantum Metric, Jira, Unity (basic C#, CSS, HTML, Blender)