DANIELA PAZ ARÉVALO

UX/UI Designer in USA | Remote-seeking | danielapazcontact@gmail.com
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SUMMARY
Bilingual Product Designer passionate for creating intuitive and innovative user-centered design solutions, especially within the emerging technologies of XR (AR, VR, MR) and Web3. Adept in rapid prototyping, design systems, and Agile team environments, with a strong proficiency in Figma and other design tools.

EXPERIENCE
UX/UI Designer | Contract Oct 2022 - PRESENT
Clients: Despark, Crysteous
• Rapid prototyping in a collaborative Agile methodology team environment including user flows, site maps, wireframing, prototyping, design systems, and style guides using design tools such as Figma and Photoshop
• Create organized design files in Figma with use of Autolayout, Components, and pixel-perfect designs for optimal efficiency and consistency within the design team
• Design end-to-end flows for clients in web3, E-commerce, B2B, and B2C industries in order to improve the user's experience and create user-friendly websites, resulting in meeting both the user's and the client's needs
• Identify design issues, taking broad conceptual ideas and fine-tuning them into useful, intuitive, and valuable user-centered design solutions with a completion rate of 100% within the predetermined timeframes and sprint dates

Visual Artist | Daniela Paz Creations (self-owned) Nov 2020 - March 2022
• Apply incredible attention to detail in order to conceptualize intricate imagery and depict across various formats
• Effectively communicate, understand the client's vision, use time management to meet deadlines and the client's needs with consistent 5 out of 5 star reviews, 100% satisfaction rate
• Serve as a versatile artist to create a variety of forms of art; realistic, hyperrealistic, cartoon-like, 3D, NFTs, and more

Website Designer & Manager | Innovative Nutrition, Steuben Park Research April 2014 - Oct 2021
 • Make executive decisions about the website's look, feel, and behavior in order to increase the number of online sales
• Redesign websites, create advertisements, provide graphic art design services, light social media management, email marketing, and provide superb customer service in order to increase customer satisfaction, resulting in a 200% increase in sales, aggregate sales doubling to $800k
• Manage, train, and lead a diverse team towards exceptional customer service and satisfaction via check-ins and regular communication

EDUCATION & CERTIFICATIONS
Project Management, Agile for UX/UI, UX Research for Web3, UX Design for VR, Advanced Prototyping, UX/UI Design
Avocademy

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, Research & Soft Skills
Mobile App Design, Web Design, Product Design, Design Thinking, Responsive Design, Interaction Design, Design Composition, Style Guide, Typography, Wireframes, Ideation, Rapid Prototyping, Mockups, Design Systems, Management, Leadership, User Research, User testing, Usability Research, Information Architecture, Blockchain, Crypto, DAO, DApp, DeFi, Decentralization, Virtual Reality, Accessibility, Agile Mindset, Curiosity, Collaboration, Adaptability, Critical Thinking, Problem Solving, Creative, High Motivation, Disciplined, Team Player, Self-Starter

Tools
Figma, Miro, ProtoPie, Adobe XD, Invision, Adobe Photoshop, Unity, Procreate, Visual Studio, Jira

Basic Knowledge
C#, CSS, HTML, Blender