

Danny Ortiz-Wills

PRODUCT & UX/UI DESIGNER

PROFILE

Based in San Jose, California, Danny began his design career answering the needs of nonprofits, small businesses, and passion projects. He is now a product designer who specializes in user-centric digital experiences. His most unique skill sets include user research, interaction design, and prototyping at various fidelity levels.

CONTACT INFO

Email: dortizwills@gmail.com Phone: 408.334.3882
Portfolio: dortizwills.com Location: San Jose, CA
[Linkedin Profile](#)

SKILL SET

- User Research And Testing
- Wire-Framing And Prototyping
- High-Fidelity Design Assets
- Front-End Dev. Collaboration
- Strong Communication Skills
- Adobe Creative Suite
- Figma
- Iconography
- Organization
- Collaboration
- Strong Attention To Detail

PERSONAL INTERESTS

Traditional Painting
Surfing
Hiking
Fantasy Writing
Baking

ACCOMPLISHMENTS & TRAININGS

SHOPMONKEY TEAM PLAYER AWARD

2-time winner of the Team Player Award for contributions to corporate and team fiscal goals.
2021 & 2022

PROFESSIONAL DEVELOPMENT

Web & Mobile UI/UX Design
Graphic Design Theory & Typography
2021 – 2022

SOC 2 COMPLIANCE

Certified under SOC 2's Trust Services Criteria of security, availability, integrity, confidentiality, and privacy.
2022

EXPERIENCE

PRODUCT DESIGNER

Shopmonkey | Feb 2023 – October 2023

- Collaborated with stakeholders to identify user requirements and develop wireframes, prototypes, and high-fidelity design assets that met user needs.
- Interviewed users to validate designs & learn about user problems and provided iterations based on user feedback.
- Develop deep empathy for users and conducted research to inform design solutions.
- Designed low to high fidelity mockups, and prototypes to accomplish corporate goals.
- Managed multiple projects simultaneously, prioritized tasks, and met project budgets and time constraints.

GRAPHIC DESIGNER

Shopmonkey | Sep 2020 – Jan 2023

- Built design components and guidelines that empower our larger product designer team to work rapidly while maintaining design standards.
- Leveraged user research and data to design assets for multi-channel campaigns that met corporate business objectives and advanced the Shopmonkey brand.
- Established brand identity and consistency via marketing initiatives, unique iconography, illustrations, and other internal creatives.
- Led the rebranding of iconography and illustrations, utilizing research and prototyping to execute a seamless transition between the product and marketing website.
- Thrived in a fast-paced SaaS environment by effectively communicating design decisions and collaborating with cross-functional teams to secure funding for Shopmonkey from Series A to Series C (100M in funding).
- Created physical and digital assets for over 7 product releases, 3 trade shows, and various enterprise campaigns, utilizing user research to ensure optimal user experience.

JR. PRODUCT DESIGNER

Shopmonkey | Sep 2019 – Aug 2020

- Collaborated with cross-functional teams to identify user requirements and develop wireframes, prototypes, and high-fidelity design assets.
- Created, updated, and maintained templates, style guides, libraries, and design resources.
- Developed and maintained UX design guidelines, patterns, and best practices to ensure consistency across all touch points.
- Worked closely with front-end developers to ensure design assets were implemented accurately and efficiently.