

Daniel Ortiz-Wills

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Product Designer with hands-on experience in creating a cohesive product background that aligns with business goals and user expectations. Expertise in end-to-end product design, user research, market trends analysis, requirement gathering, product feasibility, and scalability management. Partnered with cross-functional teams to bring product concepts to life, by utilizing various tools, such as Figma, Illustrator, and InDesign. Committed to driving customer engagement/product adoption via A/B testing and experimentation.

Core Competencies: Product Lifecycle Management • A/B Testing & Performance Optimization • Wireframing & User Testing Frameworks Design & Prototyping • New Product Launches • Product Roadmap & Strategy • Design Research & Development • Cross-Functional Collaborations • Project Management • Client Relationship Management • Marketing Campaign Development • Agile Methodologies • User Research & Experience • UX/UI Mastery

Technical Skills: Figma • Slack • Zoom • Photoshop • Illustrator • InDesign • MS Office Suite

PROFESSIONAL EXPERIENCE

Multiple Companies (Freelance) | Jul 2023 – Present | Remote

Freelance Product Designer

Designed product mockups and deliverables, performed user interviews, and finalized web/app designs for four startup companies in coordination with clients, designers, and marketing teams. Strengthened client relationships by maintaining regular communication, delivering projects on time through negotiating projects' scope, and providing tailored design solutions.

- Standardized design processes company-wide for visual consistency and brand recognition by authoring branded style guides, including graphics, typography, logos, and icons.

Shopmonkey | Sep 2019 – Jun 2023 | Remote

Jr. Product Designer

Developed mobile-first responsive designs app and facilitated design handoffs to the engineering team during product launch, which resulted in up to 80% increase in client satisfaction after project completion.

Informed subsequent design stages and improvements by analyzing customer/stakeholder feedback and insights.

- Delivered two portals for administrator and technician users by designing and implementing distinct interfaces as per specific needs.
- Improved app accessibility by developing operational designs for both a Chrome extension and a web application.
- Secured an enterprise client partnership with 1,200+ stores by offering a functioning prototype, driving business growth.

Graphic Designer & Illustrator | Sept 2020 - Jan 2023

Created A/B-tested advertisements tailored to user personas and aligned with current design trends. Led company's brand execution and maintenance across email, social media, digital advertisements, blogs, deliverables, and landing pages, engaging over 3K users and generating 12K+ leads.

- Increased click rates by 11% through the implementation of email marketing campaigns, branding strategies, and social media ads.
- Earned the Team Player Award three times for exceptional contributions to the design team's quarterly fiscal goals.
- Boosted user engagement/conversion rates 7% and achieved up to 28% increase in ROI for demo bookings by conducting A/B testing using user personas and current design trends.
- Developed a reusable design component library, including unique icons, colors, and button types for the design organization.
- Played a pivotal role in the successful brand redesign that supported Series C funding efforts.
- Created 100+ digital and print materials for developing marketing assets including new product launches, reports, slideshows, customer stories, and promotional campaigns.

Jr. Product Designer | Sept 2019 - Oct 2020

Collaborated with internal teams to recognize needs, strategize solutions, and align them with company objectives. Executed large-scale events with tens of thousands of attendees by articulating design strategies and core principles to cross-functional teams. Improved user login and settings pages with user-friendly interfaces by devising intuitive prototypes for the company's mobile app.

- Launched two UX MVPs by conducting future-focused feature research, presenting mockups, prototyping, and testing designs.
- Demonstrated exceptional skill and dedication, leading to a promotion from Junior Illustrator to Illustrator and expanded responsibilities in graphic design.
- Generated 1K + valuable leads by introducing booth graphics and promotional materials for company's debut tradeshow in 2019.
- Boosted social media engagement and follower base from 50 to 400 within a year via a cohesive visual style and engaging content.

Multiple Companies (Freelance) | Jan 2019 - Sep 2019 | Remote

Illustrator

Secured high-value clients and negotiated favorable contracts to drive significant business growth. Coordinated time schedules and handled the workload for overlapping projects. Refined design concepts through quick sketches, multiple revisions, and higher fidelity drafts to build an exceptional final product for 24 clients.

- Improved diverse artists' design concepts and skill levels through the delivery of 50 targeted training sessions.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Humanities & Fine Art – San Jose State University, 2016

Web & Mobile UI/UX Design | **Graphic Design Theory & Typography** – Udemy Online