

Daniel Delgado

Product designer

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[Link to website](#)

TRAINING

Certificate in Digital Product design

2021 - The Hero Camp

Certificate of Proficiency in web design

2019 - Tadel Formació School

Certificate of Proficiency in multimedia product design

2018 - Tadel Formació School

Certificate in Higher Education in graphic design

2016 - Pau Gargallo Design School of Badalona

Certificate in Higher Education illustration

2015 - Pau Gargallo Design School of Badalona

HARD SKILLS

Product & user research
Rapid prototyping
Figma, Adobe XD, Miro
HTML, CSS, Javascript
Data visualization
Benchmarking
Documentation skills
Design system management

SOFT SKILLS

English communication skills
Teamwork
Critical thinking
Proactivity
Active listening

WORK

Product designer at 3D Digital Venue — 2019/Present

Goals

- Contributed as a product designer to the redesign of user flows in the ticketing sales business on international scale markets (USA, LATAM, SEA).
- Contributed as a product designer and UX researcher to the ideation and design of the world-first digital tool for social distance management for sports and culture industry in the COVID-19 pandemic.
- Improved team performance with design strategies, documentation, and promoting a design culture through departments.

Tasks

- ◆ User research, user testing, data analysis and feature validation for sports and culture digital products.
- ◆ Ideation and creation of mobile and desktop apps prototypes and other UX artifacts such as wireframes, user journeys, or competitive audits.
- ◆ Creation and maintenance of design systems for products and internal tools in SaaS and B2B environments.
- ◆ Ideation and design support for visual and marketing strategies.

Freelance design consultant & product designer — 2015/Present

Goals

- Contributed as a product and visual designer to the ideation and design of successful brand and product strategies with all range of clients, from small companies to public institutions.

Tasks

- ◆ Ideation, creation and management of product, visual and graphic design projects.
- ◆ Design strategies, feature validation, content audit, UX research, and visual consultancy in collaboration with company teams.

Visual designer for events at Magrada Proyectos — 2018

Goals

- Improved sales and production department performance by contributing as a visual designer to the ideation and creation of brand strategy.

Tasks

- ◆ Visual design and design Ops for tailor-made events.
- ◆ Design and feature validation, marketing and social media campaigns, data analysis.