

Daniela Chacon

Product Designer

Product Designer with over 2 years of experience & specializing in B2B and SaaS platforms.

EXPERIENCE

Lead Product Designer | AdsGency AI

Sep 2023 - Present

- Spearheaded responsive web design while overseeing front-end engineering leading to **30% increase in avg session duration**.
- Oversaw the complete design lifecycle of **B2B AI platform**, fostering collaboration in product vision, roadmap, and requirements.
- Pioneered a design system increasing team productivity by **25%** through a decrease in time spent on repetitive tasks.

Product Designer - Contract | JETSWEAT

May 2023 - Sept 2023

- Designed web experiences resulting in a **27% increase in traffic**.
- Developed 3 site maps, optimizing information architecture and navigation menus for a B2B website.
- Led a usability audit on the corporate wellness landing page, leading to a remarkable **75% increase** in WCAG ratio checker results.

Product Designer - Internship | EcoBee Supply

Nov 2022 - Apr 2023

- Achieved a **25% increase** in user engagement through a comprehensive website redesign aligning with business, brand, and user needs.
- Conducted three competitive analyses of industry peers' websites to identify best design practices.
- Internally tested prototypes, resulting in a **35% increase** in user satisfaction rates by demonstrating ease of use.

Operations Associate | Genesys

Jan 2022 - Oct 2022

- Experience with UX Research including qualitative and quantitative research leading to a **15% increase** in user satisfaction scores within the onboarding process.
- Informed the onboarding strategy with actionable findings, resulting in a **20% improvement** in the overall user experience for new hires.

Associate Consultant | PwC

Oct 2020 - Jan 2022

- Ensured collaboration within the team to prioritize user needs, leading to a **15% increase** in project efficiency and user satisfaction.
- Gathered user feedback to inform template improvements, resulting in a reduction in time-to-delivery and increased user engagement.
- Partnered closely with stakeholders to comprehend client requirements and timelines, facilitating the timely delivery of reports with a keen eye on user expectations.

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[In @danielachacon](https://www.linkedin.com/in/danielachacon)

Orlando, FL

SKILLS

Product Design
User Experience (UX)
User Interface (UI)
Design
Wireframing
Prototyping
Design Systems
Visual Design
User Interviews
User Flows
Mockups
HTML

TOOLS

UserTesting
Figma | Figjam
AdobeXD
Miro
JIRA
Slack
Amplitude

LANGUAGES

English (Native)
Spanish (Fluent)

EDUCATION

Google UX Design

Certification

Northeastern (NEU)

B.S Economics & B.A.