

DANIELA CHACON

User Centered APM &
Designer

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☎ 4076902137

📍 Orlando, FL

🌐 [LinkedIn](#)

EDUCATION

B.S. Economics and Business
CONC Entrepreneurship

[Northeastern University](#)

📅 September 2017 - May 2020

📍 Boston, MA

🎓 GPA: 3.8

Awards

- Dean's List, Fall 2017 - Spring 2020

CERTIFICATIONS

- Foundations of UX Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research & Test Early Concepts
- Create High Fidelity Designs and Prototypes in Figma
- LinkedIn - Product Management First Steps

SKILLS

Technical Skills

- Google Suite (Docs, Sheets, Slides)
- Microsoft Office (Excel, PPT, Word)
- JIRA
- Figma
- MIRO
- Amplitude (basic)

Languages

- Spanish (Fluent)

PROJECTS

Paris Baguette Mobile App - UX Designer

[Google UX Certificate](#)

📅 August 2022 - current

- Analyzed user behaviors, needs, and pain points for the bakery's mobile app by conducting interviews with users & secondary research.
- Formulated a competitive audit to research the market landscape & the bakery's competitive positioning.
- Mapped out the Information Architecture for the mobile app leveraging the user journey, and developed wireframes & Lo-fi prototypes in Figma.
- Completed moderated usability testing with 5 participants to collect feedback on the mobile app Lo-Fi prototypes.
- Synthesized user feedback via affinity mapping and developed insights to implement in mobile app design.

WORK EXPERIENCE

Associate Product Manager Intern

[Tikdin](#)

📅 December 2020 - current

📍 Remote

- Provided support to the data team by analyzing the evolution of Daily Active Users (north star metric) and inferred an incline in November was due to a local community referral program.
- Constructed analyses comparing Daily Active Users and New Users using Amplitude, a product analytics tool, and discovered variability in acquisition metrics were in part due to manual acquisition at Tikdin.
- Collaborated with Product Managers and Associates to analyze the recent growth in Daily Active Users and reasoned the growth was due to the recent promotion of the APM program on LinkedIn.

Operations Associate

[Genesys](#)

📅 January 2022 - October 2022

📍 Remote

- Developed & standardized the team's recruiting cycle, presenting to leaders, and collaborating with talent acquisition to ensure alignment on best practices.
- Pioneered the Operations Associate Playbook without explicit direction from leadership to create structure & repeatability for future operations associates.
- Devised and executed a Mentorship Program by researching best practices across industries, presenting findings to leadership, and rolling out a 6-month pilot.
- Examined mentor/mentee relationships by interviewing participants 1:1 to collect qualitative data to improve the mentorship program.
- Created a questionnaire, partnering with HR during the user research phase to collect data on the new hire website and revamp the digital onboarding experience.

Cybersecurity & Privacy Associate - Team Lead

[PwC](#)

📅 October 2020 - January 2022

📍 Remote

- Managed 15+ vendors at a time, leading vendor calls, tracking vendor status, completing reports, and problem-solving vendor issues.
- Aligned leadership and client expectations, communicating on a weekly basis to strategize, execute and troubleshoot project priorities.
- Redesigned product templates without explicit direction streamlining the product delivery cycle by 60%.
- Surpassed client expectations by organizing project tasks and delivering reports during short turnaround times.