

# Daniela Chacon

## UX UI Designer

Curious designer with an insatiable passion for designing digital products that make life easier.

### EXPERIENCE

#### JETSWEAT | UX Design Intern

May 2023 - Present

- Tackled UX audit on corporate wellness service offering, outlining first impressions of UX and opportunities for improvement.
- Presented findings during standup which resulted in standardization of font sizes and a cohesive visual experience for users.

#### EcoBee Supply | UX Designer - Contract

Mar 2023 - Apr 2023

- Brought to life, a NJ local honey company's mission to bring awareness to the conservation of honey bees by redesigning their website.
- Conducted a competitive analysis that resulted in collecting industry best practices & the implementation of a clear homepage layout.
- Tested prototype internally which demonstrated users were able to easily navigate & create an informed opinion on the company.

#### Tikdin | Associate Product Manager Intern

Dec 2022 - March 2023

- Analyzed feature requests with Product Managers and determined slow loading time as a top priority for development.
- Conducted user interviews that resulted in helping the product team uncover underlying users issues such as bugs within the app.

#### Genesys | Strategy Operations Associate

Jan 2022 - Oct 2022

- Enabled design thinking workshop for the new hire onboarding program which identified opportunity gaps for improvements in the program.
- Identified areas for improvement in internal processes, taking abstract ideas and molding them into tangible systematic processes.

### DESIGN PROJECTS

#### FlowBook - Web App | UX Designer

Dec 2022 - Feb 2023

- Tackled scheduling challenges facing businesses which resulted in a streamlined & transparent scheduling web flow.
- Built a design system of reusable components to increase efficiency in designs & created interactive prototypes consistent with style guide.

#### Paris Baguette - Mobile App | UX Designer

Aug 2022 - Dec 2023

- Designed a bakery's mobile app targeted at users w/ dietary and accessibility constraints and solved for a quick ordering process.
- Leveraged personas & user journeys to help prioritize insights gained from user testing resulting in the prioritization of a voice feature.

[www.danielachacon.com](http://www.danielachacon.com)

chacondanielaa@gmail.com

(407)-690-2137

In @danielachacon

### SKILLS

Wireframing  
Design Thinking  
Prototyping  
User Journey Flows  
Usability Testing  
Information Architecture  
Visual Design  
User Research  
User Interface

### TOOLS

Figma  
AdobeXD  
JIRA  
Slack  
Amplitude (Basic)

### LANGUAGES

Spanish

### EDUCATION

#### Google UX Design Cert

Aug 2022 - March 2023

#### Northeastern University

B.S Economics & Business  
Sep 2017 - Aug 2020