

Daniela Chacon

UX UI Designer

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

DESIGN PROJECTS

EcoBee Supply | UX Designer - Contract Mar 2023 - Present

- 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.

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 styleguide.

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.

EXPERIENCE

Tikdin | Associate Product Manager Internship 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 moulding them into tangible systematic processes.

PwC | Associate Consultant Oct 2020 - Jan 2022

- Led a team of 10+ associates managing daily operations and communications resulting in promotion to team lead role.
- Partnered with manager on requirement discussions with stakeholders to create alignment on project deadlines & deliverables.

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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