

Daniel Santos

PRODUCT DESIGNER | UX/UI DESIGN | DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Product Designer with 7+ years of experience in UX/UI and digital product design, supported by an extensive foundation in visual and graphic design. Experienced in designing web, mobile, CRM, ERP and enterprise products from discovery through implementation. Skilled in translating user, business and technical requirements into user flows, information architecture, wireframes, interactive prototypes, scalable design systems and production-ready interfaces. Collaborates effectively with product managers, developers, QA teams, UX teams and stakeholders to deliver consistent and usable digital experiences.

CORE COMPETENCIES

Product Design | UX/UI Design | UX Strategy | User Research | Interaction Design | Information Architecture | User Flows | Wireframing | Prototyping | Responsive Design | Design Systems | Component Libraries | Developer Handoff | Design QA | Cross-Functional Collaboration | Visual Design

PROFESSIONAL EXPERIENCE

Product designer

MedTrainer | February 2023 - Present

- Lead end-to-end product design for a core product module, translating user, business and technical requirements into user flows, wireframes, prototypes, interaction patterns and production-ready interfaces.
- Partner with product managers, developers, QA teams and stakeholders to define requirements, address technical constraints and deliver scalable product solutions.
- Create and refine reusable components within an established design system, improving consistency across product experiences and supporting more efficient implementation.
- Define interaction patterns and interface behavior for complex workflows while maintaining alignment with product and design system standards.
- Review implemented experiences with development and QA teams to identify design discrepancies and maintain quality through release.

UX/UI designer

Tech Mahindra | May 2023 -

- Designated and adapted reusable components within the NewsKit enterprise design system to meet product requirements while maintaining consistency across platforms.
- Collaborated with UX teams on product discovery, research, wireframing and component mapping for new product initiatives.
- Translated product requirements and system specifications into reusable interface solutions and documented component behavior, states and usage requirements.
- Partnered with development and QA teams during implementation to resolve design discrepancies and ensure alignment with approved designs.

UX/UI designer

CPL | January 2022 - May 2022

- Designed digital product experiences from initial discovery and concept development through high-fidelity interface design and implementation handoff.
- Led UX and customer-experience research to identify user needs, usability issues and opportunities for product improvement.
- Translated research findings into user flows, information architecture, wireframes, prototypes and interface recommendations.
- Supported the creation of internal design processes, templates and workflows to improve delivery consistency.

UX/UI designer

Turn My App | December 2020 - December 2021

- Conducted UX research and product analysis to define product direction and identify opportunities to improve usability.
- Designed responsive web and mobile interfaces for digital products, including CRM and ERP platforms.
- Created information architecture, user flows, wireframes, interactive prototypes and high-fidelity interfaces for complex product workflows.
- Collaborated with product development teams to translate functional requirements into clear user experiences while supporting brand evolution and art direction for internal products.

EARLIER DESIGN EXPERIENCE

Senior graphic designer

121 Corp | December 2018 - December 2020

- Developed product, packaging, digital and print design solutions for international brands including RB, Sigma, P&G and Mead Johnson.
- Led creative execution across mockups, prepress, campaign assets and digital production while improving internal workflows and delivery efficiency.

Creative designer

Carbano 14 | January 2016 - December 2018

- Led creative direction and execution for digital campaigns, web design, animation and visual content for brands including BMW, Lycan Fitness and México Me Necesita.
- Collaborated with multidisciplinary teams to deliver integrated creative solutions aligned with brand strategy.

TOOLS

Primary: Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe In Design

Additional: Adobe XD, Adobe Lightroom

LANGUAGES

Spanish: Native

English: Professional working proficiency