

DANIELA MUÑOZ CLAVIJO
PRODUCT DESIGNER | END-TO-END PRODUCT DESIGN, UX RESEARCH & DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience designing digital products, B2B SaaS platforms, and web and mobile experiences. Experienced in driving design from discovery and problem framing through research, interaction design, high-fidelity prototyping, and implementation in collaboration with Product and Engineering teams. Strong background in user research, behavioral analysis, experimentation, and scalable design systems. Skilled at translating complex requirements into intuitive, consistent, and technically feasible experiences. Integrates AI-powered tools into research, ideation, content synthesis, and rapid prototyping workflows to accelerate exploration and iteration while maintaining design quality.

EXPERIENCE

Freelance

Barcelona, Spain
Present

Product & UX/UI Designer

- **End-to-End Product Design:** Translate business objectives and user needs into digital product concepts, user flows, interactive prototypes, and high-fidelity interfaces.
- **Problem Framing & Experience Design:** Structure information architecture and map user journeys to clarify complex requirements and create coherent end-to-end experiences.
- **Design Systems:** Organize reusable components and interface patterns to improve consistency, scalability, and design efficiency.
- **AI-Assisted Workflows:** Integrate AI tools into research, information synthesis, ideation, content generation, and rapid prototyping to explore solutions more efficiently.
- **Cross-Functional Collaboration:** Consider technical feasibility and implementation requirements throughout the design process.

Tus Clases Particulares

Barcelona, Spain
May 2025 - Oct 2025

Product & UX/UI Designer · Marketing & CRM

- **Experimentation & Product Optimization:** Defined, executed, and analyzed A/B and A/B/C tests to identify opportunities to improve conversion, reduce friction, and support user retention.
- **Research & Problem Discovery:** Combined qualitative and quantitative behavioral insights, user research, and competitive benchmarking to identify user pain points and product opportunities.
- **Data-Informed Design Decisions:** Used research findings and experimentation results to inform design proposals and prioritize improvements across the user funnel.
- **Prototyping & Design Systems:** Translated user needs and business hypotheses into user stories, interactive Figma prototypes, and reusable components within the existing design system.
- **Product Collaboration:** Worked across design, product, and marketing-related initiatives to align user experience improvements with business objectives.

Acreditta

Bogotá, Colombia
July 2021 – Apr 2024

Product & UX/UI Designer

- **End-to-End B2B SaaS Product Design:** Led product design activities from user research and problem definition through ideation, high-fidelity prototyping, and implementation in collaboration with Product Management.
- **User Research & Evaluation:** Conducted user interviews and usability tests, using behavioral analysis in Hotjar to identify friction points and inform product priorities.
- **User Flows & Interaction Design:** Defined information architecture, navigation structures, and user flows to simplify digital credential management and issuance.

- **Mobile Experience Design:** Led discovery, design, and validation of a Progressive Web App (PWA) that centralized digital credential management for mobile users.
- **Design Systems & Consistency:** Applied reusable interface patterns and components to maintain consistency across product experiences.
- **Engineering Partnership:** Translated design decisions into user stories and acceptance criteria, collaborating directly with developers to address implementation requirements and deliver product improvements.
- **Iterative Product Development:** Refined solutions through prototyping, usability feedback, and ongoing collaboration with the development team.

EARLY EXPERIENCE

Gobernación de Cundinamarca / NIX Engineering / Hacienda Salamanca
Graphic Designer

Bogotá, Colombia
2019 – 2023

- Designed and developed websites, digital products, multimedia assets, and visual systems aligned with brand requirements and user needs.
- Created digital communication materials and structured content for different audiences and channels.
- Supported the development of consistent visual experiences across digital touchpoints.

EDUCATION

ELISAVA - School of Design and Engineering
Master's Degree in UX and Digital Service Design

Barcelona, Spain
2024 - 2025

LCI - Higher Education Institution
UX/UI Design Diploma

Bogotá, Colombia
2021

Universidad Jorge Tadeo Lozano
Bachelor's Degree in Industrial Product Design

Bogotá, Colombia
2014 - 2019

SKILLS & TOOLS

- **Product Design & Discovery:** Problem framing, user needs analysis, product thinking, opportunity identification, user stories, customer journeys, end-to-end workflows.
- **UX Research & Evaluation:** User interviews, usability testing, behavioral analysis, competitive benchmarking, qualitative and quantitative insights, iterative validation.
- **Interaction & UI Design:** Information architecture, user flows, wireframing, high-fidelity prototyping, responsive design, interaction design.
- **Design Systems:** Reusable components, interface patterns, visual consistency, component-based design, scalable UI experiences.
- **Product Analytics & Experimentation:** Hotjar, behavioral analysis, A/B testing, A/B/C testing, conversion rate optimization (CRO), data-informed design.
- **AI-Assisted Design Workflows:** AI-supported research and synthesis, ideation, content generation, rapid prototyping, workflow optimization.
- **Cross-Functional Delivery:** Product collaboration, engineering handoff, user stories, acceptance criteria, Agile methodologies, technical feasibility.

LANGUAGES

- **Spanish:** Native
- **English:** Professional working proficiency