

Daniela Paz Arévalo

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Summary

Bilingual **Senior Product Designer** with **12+ years of experience** leading **end-to-end product design for enterprise-scale SaaS platforms, websites, and mobile applications** impacting **60M+ users globally**. Excels in driving **product strategy, UX outcomes, and business growth** across **30+ enterprise initiatives**, partnering closely with **Product, Engineering, Data, and Executive stakeholders**. Deep expertise in **AI-driven product experiences, accessibility (WCAG), and data-informed design**, with experience leading **0→1 launches, large-scale redesigns, and multi-team initiatives**. Known for balancing **hands-on execution with strategic leadership** in fast-moving, complex enterprise environments.

Experience

Senior UX/UI Designer & Researcher (Enterprise Product Design) | Epson USA | Contract (Insight Global)

May 2024 - November 2025

- **Led end-to-end product design and UX strategy for 10 concurrent enterprise initiatives** spanning **B2B, B2C, SaaS, mobile applications, and design systems**, partnering with Product, Engineering, and Executive stakeholders to align user needs with business outcomes
- Provided design leadership and governance across global internal teams and external agencies (**10+ designers**), ensuring consistency, accessibility, and quality at enterprise scale
- **Hands-on Figma design** of products by designing wireframes, high-fidelity mockups, and prototypes, ensuring to meet WCAG accessibility requirements. **Conduct research** via UserZoom (surveys, A/B tests, interviews) to inform design decisions
- Pioneer Epson enterprise's **first socially-driven app for multi-device** use by **leading design** workflow and international agency team, co-create product vision with PMs and stakeholders to steer the concept into a modern, social, and community-centric app. Establish app identity, create the app logo, deliver a new design language and experience, unlike anything previously seen at Epson. Establish **AI features** for future rollouts.
 - **Impact Highlights:** **2x, 2.4x, and 4.8x KPI exceeding** within first month of launch | Featured in TIME Magazine | **Patent-pending co-inventor:**
- Design lead as individual contributor to redesign ReadyPrint printer membership, including account dashboard with helpful metrics and commonly accessed features and information.
 - **Impact Highlights:** **Sold out** of membership plan **within first week** of relaunch
- Collaborate with stakeholders to leverage technology advancements by leading **AI projects** and integrating AI-driven features to existing products for a smoother experience and to boost user engagement, including mobile app with **7M+ global users**

Senior Product Designer (Enterprise Product Design) | DISH Network / EchoStar | Contract (Robert Half)

May 2023 - April 2024

- Design Lead across **enterprise fintech, IoT eCommerce, and AI-driven platforms**, such as OmniMoney by Boost Mobile in Fintech and OnTech Smart Services in IoT eCommerce, collaborating with cross-functional teams to deliver high-impact solutions used at scale
- Redesigned Google Nest partner page to be reused across 11 brands, including Ring, Netgear, Linksys, ADT
 - **Impact Highlights:** Consistently **exceeded all KPIs (1.3x & 4.2x in the first week** of launch)
- Rapid design of wireframes, wireflows, mockups, and prototyping in Figma, in an **Agile** manner. Incorporating innovative, highly-interactive elements for optimal engagement while meeting WCAG accessibility standards

- **Conduct research** such as surveys and A/B testing via UserZoom for OnTech Smart Services and Sling Latino, using heatmaps, attention levels, and website interactions via Quantum Metric to make research-backed, user-friendly design decisions
- Clearly **communicate** and **collaborate** with stakeholders, developers, copywriters, other teams, and external agencies for optimal efficiency and project success
- Revamp of Digital Design System to be used across **5 brands**, including creating components and documentation that are fully functional, accessible, and prototyped, all considering UX best practices

UX/UI Designer | Freelance

April 2022 - April 2023

Clients: **Happy AI** (B2B, SaaS, AI), **Health Startup** (B2C Health Tech), **Despark** (Web3 Research), **Crysteous** (B2C eCommerce)

- Led team of **5 designers**, working closely with product owners and CEOs
- Rapid design workflow in Figma, including research, low to high-fidelity wireframes, user flows, and prototyping in an iterative manner, via Agile methodology

UI Designer & Operations Manager | Innovative Nutrition

April 2014 - October 2021

- Redesign B2C e-commerce websites for natural health products to increase sales, user retention, and recognition of brands, resulting in a **200% increase in sales**
- Close collaboration with CEO/Product Owner to ensure products meet both company and user needs
- Make executive decisions about the websites' look, feel, and behavior to ensure website designs are up-to-date, improve user trust in the brands and products
- Manage, train, and lead a diverse team towards company success via guidance, communication, and team collaboration

Patents

- Co-inventor – Patent-pending method for controlling information between computing device, display system, and long-term storage medium (Filed March 2025, Epson USA)

Education & Professional Development

— AI For Designers | Get Ahead In Product Design With AI - Interaction Design Foundation

— Project Management | Agile For UX/UI | UX Research For Web3 | UX Design For VR | Advanced Prototyping - Design Masterclass

— UX Design Fundamentals For XR | XR (AR & VR) Development With Unity | C# Scripting Fundamentals - Circuit Stream

— UX/UI Design For XR (AR, MR, VR) - University of Michigan via Coursera

— Master's Degree - Metaphysical Science - University of Metaphysics

Skills

Core: Product Strategy, End-to-End Product Design, UX/UI Design (Web, Mobile, App), Enterprise SaaS, Design Systems at Scale, WCAG Accessibility, product Delivery & Research, Data-Informed Design, Rapid Prototyping, Interaction Design, Artificial Intelligence (AI), Prompt Engineering

Leadership: Cross-Functional Leadership, Stakeholder Management, Design Governance, Agile / Lean, Team Mentorship, Executive Presentations

UX Tools: Figma, Miro, ProtoPie, Adobe Suite, Invision, UserZoom, UserTesting, Microsoft Clarity, HotJar, Visual Studio, Jira, Wrike, ShapesXR, Quantum Metric, Unity (basic C#, CSS, HTML, Blender), Google Suite, Microsoft Suite

AI Tools: Chat GPT, Gemini, Microsoft CoPilot, Perplexity, Figma Make, UX Pilot, Google Stitch, Google AI Studio, Canva AI Code, Claude, Lovable, Sora, Veo, Nano Banana Pro, Adobe Firefly

