

Daniela Paz Arévalo

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Summary

Lead Product Designer with **12+ years** of experience shaping **30+ enterprise-scale websites**, **SaaS** platforms, **AI-driven** products, **mobile applications**, and **scalable design systems** impacting **60+ million global users**. Proven track record **driving UX strategy**, **product direction**, and **experience architecture** across **eCommerce**, **fintech**, **AI**, and **emerging technology** environments. Specialized in **translating ambiguity** into **intuitive, high-impact product** experiences through **systems thinking**, **behavioral UX**, **rapid experimentation**, and **AI-assisted** product development workflows. Recognized for **influencing** cross-functional **product strategy**, **modernizing** enterprise experiences, and **establishing UX frameworks** across **distributed teams** and **complex multi-platform** initiatives.

Experience

Lead Product Designer | Elevar Design Solutions

January 2026 - PRESENT

- Defining **long-term product strategy**, **UX architecture**, and experience systems for an **AI-powered** wellness app spanning mobile, tablet, and desktop ecosystems
- Driving **0→1 product development** across onboarding, engagement, monetization, and AI-assisted experiences informed by **behavioral psychology** and **long-term retention** strategy
- Leveraging **AI-assisted development** workflows, including Claude Code and emerging **AI tooling**, to rapidly transform product concepts into functional experiences and **accelerate iteration velocity**
- Establishing **design systems**, **interaction frameworks**, **accessibility standards**, and **emotionally intelligent UX patterns** to support long-term product scalability and **user trust**
- Leading **product discovery** efforts through **user research**, **usability testing**, **rapid prototyping**, and **iterative validation** to **refine feature direction** and **interaction models**
- **Defining feature prioritization**, **information architecture**, and future-state product direction across personalized insight experiences, reflection systems, and engagement frameworks
- Evaluating **long-term partnership** and **market expansion** opportunities across education, mental health, wellness, and therapist-focused ecosystems to **support product adoption** and **growth strategy**
- Driving platform readiness efforts across **App Store** and **Google Play** ecosystems, including **accessibility requirements**, **privacy considerations**, **platform compliance**, and **user safety strategy**
- Collaborating across implementation workflows to **bridge product strategy**, **UX execution**, AI-assisted prototyping, and **product development**
- Translating **ambiguous product concepts** into **scalable systems** and user-centered experiences through **experimentation**, **systems thinking**, and **rapid product iteration**

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

May 2024 - December 2025

- Defined UX strategy and experience architecture across **10 concurrent enterprise initiatives** spanning **websites**, **SaaS**, **AI**, **mobile applications**, **B2B**, **B2C**, and **design systems** ecosystems
- Influenced enterprise product direction by **partnering** directly with **Executive**, **Product**, **Engineering**, **North America**, and **Latin America stakeholders** to **align product strategy**, **business priorities**, and **technical constraints** across large-scale initiatives
- Helped **drive feature prioritization**, **product direction**, and **roadmap refinement** across enterprise initiatives by balancing user needs, technical feasibility, business priorities, and scalability considerations

- Established UX frameworks, **accessibility standards**, and **interaction patterns** across distributed product teams and external agency partners
- Designed enterprise-scale interaction systems, high-fidelity product experiences, and workflows in **Figma** while ensuring **WCAG accessibility compliance** across **multi-platform** ecosystems
- Conducted **strategic UX research** through **UserZoom**, including **usability testing, surveys, A/B testing**, and **interviews** to guide product direction and experience optimization
- Co-led the strategy and experience architecture for Epson's **first socially driven multi-device platform**, influencing **future enterprise product direction** and establishing a **modernized design language** across the organization
- Helped shape **future-state AI product experiences** and **emerging interaction models** for upcoming enterprise initiatives
- Redesigned ReadyPrint **membership** experiences, including **dashboard architecture, metrics** visibility, and **account management** workflows
- Coordinated across **globally distributed teams** and external **agency partners** to improve scalability, UX consistency, and implementation alignment across enterprise product ecosystems supporting **7M+ users**
- Regularly **presented product concepts, UX strategy**, and experience direction to **Executive stakeholders** to **drive alignment across complex enterprise initiatives**

Impact Highlights:

- Achieved **2x, 2.4x, and 4.8x KPI performance increases** within the first month of launch
- Featured in **TIME Magazine**
- **Patent-pending co-inventor** for Epson innovation initiative
- ReadyPrint **membership sold out** within the **1st week** of relaunch

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

May 2023 - April 2024

- Led **product design strategy** across enterprise **fintech, IoT, and eCommerce** ecosystems, helping define scalable experience direction across multiple high-impact platforms
- Redesigned **Google Nest** partner template experiences scaled across **11 enterprise brands** including Ring, Netgear, Linksys, and ADT
- Designed **wireframes, interaction models, prototypes**, and high-fidelity product experiences within **Agile** enterprise product environments
- Conducted **UX research** using **UserZoom** and **Quantum Metric**, leveraging **behavioral analytics, heatmaps, experimentation frameworks**, and **user insights** to inform product direction and optimize user experiences
- Modernized enterprise **design systems** across **5 brands**, improving scalability, **WCAG accessibility** compliance, implementation efficiency, and **cross-platform** consistency
- Facilitated **cross-functional workshops** and **collaborative working sessions** with **Product, Engineering, and stakeholders** to **align teams** around long-term UX solutions and **product direction**
- Served as a **primary Figma subject matter expert** across the team, **improve collaboration efficiency**, and **elevate design quality** across enterprise initiatives
- Helped drive **consistency** and **design quality** across enterprise initiatives through interaction patterns and accessibility-first product design
- **Presented product concepts, UX rationale, and strategic design recommendations** to **stakeholders** and **Executive leadership** across enterprise initiatives

Impact Highlights:

- **Consistently exceeded KPI targets**, including **1.3x and 4.2x performance improvements** within the first week of launch

UX/UI Designer | Moment Studio

April 2022 - April 2023

Clients: **Happy AI**, **Health Startup**, **Despark**, and **Crysteous** across **SaaS**, **AI**, **Web3**, and **eCommerce** environments

- **Led end-to-end product design** initiatives across **startup** and **emerging technology environments** spanning AI, Web3, healthcare, and eCommerce ecosystems
- Designed **user flows**, **prototypes**, **wireframes**, and **high-fidelity product experiences** across multiple client engagements
- Partnered directly with **founders**, **product owners**, and **cross-functional teams** to help **define product direction** and **rapidly deliver** user-centered solutions
- Conducted **UX research** and **iterative prototyping** to **improve usability**, **customer engagement**, and **product-market alignment** across fast-moving product environments

UI Designer & Operations Manager | Innovative Nutrition

April 2014 - October 2021

- Redesigned **eCommerce** experiences for health and wellness brands, contributing to a **200% increase in sales** and **improved customer retention**
- **Modernized digital experiences** through user-focused improvements, responsive redesigns, and **conversion-focused interaction strategies**
- **Collaborated closely** with **leadership** to align customer experience improvements with broader business and growth objectives
- **Led cross-functional operational initiatives** while designing customer-facing digital experiences **across multiple product** and **marketing platforms**
- **Improved scalability** and **consistency** across digital brand experiences through **UX standardization** and **modernized interaction patterns**

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

Product Strategy & Systems: UX Architecture, Experience Architecture, Design Systems Governance, Product Ecosystem Design, Scalable UX Frameworks, End-to-End Product Design, Enterprise SaaS, Accessibility (WCAG), Behavioral UX, Information Architecture, Interaction Design, Product Discovery, AI-Assisted Product Development, Rapid Prototyping

Research & Analytics: UX Research, A/B Testing, User Interviews, Usability Testing, Behavioral Analytics, Heatmaps, Data-Informed Design, UserZoom, Quantum Metric, Microsoft Clarity, Hotjar

Tools & Platforms: Figma, ProtoPie, Miro, Adobe Creative Suite, Jira, Wrike, UserTesting, ShapesXR, Unity, Visual Studio, Blender, Google Workspace, Microsoft Office

AI & Emerging Technology: AI Product Design, Prompt Engineering, Claude Code, Claude, ChatGPT, Gemini, Perplexity, Figma Make, UX Pilot, Google Stitch, Google AI Studio, Sora, Veo, Adobe Firefly