

DANNA GIRALDO

Product Designer - UX Designer - UX Researcher
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PROFESSIONAL SUMMARY

Product Designer with 8+ years of experience in marketing, brand strategy, and journalism, with a strong focus on user-centered design and end-to-end product design for mobile and web. Led interaction design, usability testing, and design system alignment for startup and growth-stage clients at a Chicago design agency. Personal projects include two fully documented mobile apps (iOS/Android) - Stash (personal finance) and Serena (AI mental health for Latinx communities) - built from research through high-fidelity prototype. Proven results: 55% conversion improvement, 70% traffic growth, \$65K in revenue through UX-driven design. Fluent in English and Spanish.

EXPERIENCE

The Clever Lab -- Product Designer

2024 - Present | Chicago, IL (Design Agency)

- Achieved 55% conversion improvement, measured by A/B and multivariate test results across 3 client products, by leading end-to-end interaction design, user-centered design sprints, and iterative usability testing for startup and growth-stage clients.
- Achieved design system alignment across 6+ client products, measured by reduced developer handoff cycles and QA time, by building reusable component libraries and interaction patterns in Figma aligned to WCAG accessibility standards.
- Achieved cross-functional alignment on product decisions, measured by stakeholder approval rate across engineering, marketing, and leadership, by synthesizing full-cycle user research -- interviews, surveys, usability testing, and competitive analysis -- into actionable design recommendations.
- Achieved consistency across CMS-based page templates, measured by reduction of content and UX issues flagged post-launch, by partnering with developers and marketing on site migrations and applying information architecture best practices.

Chicago Wheel Express -- UX Designer

2021 - 2024 | Chicago, IL

- Achieved 70% website traffic growth and contributed to 35% revenue increase, measured by Google Analytics and quarterly sales data, by designing the company's first mobile-responsive website -- defining information architecture, user flows, and interaction design to support a B2B-to-B2C digital transformation.
- Achieved a fully documented end-to-end product design process, measured by successful launch and adoption of new digital platform, by conducting user research, competitive analysis, and journey mapping to define the product strategy from zero.
- Achieved data-informed product iteration, measured by ongoing analytics and customer feedback loops, by partnering with leadership and developers to roadmap features and implement UX improvements grounded in real user behavior.

Alma Food Box -- Product Designer & Co-Founder

2020 - 2024 | Chicago, IL

- Achieved \$65K in annual revenue and 2,500+ units sold, measured by Shopify sales data, by leading end-to-end product design -- from user research and interaction design through usability testing and purchase flow optimization -- for a consumer e-commerce brand.
- Achieved a validated brand identity and design system, measured by a 52-participant research study confirming brand perception and purchasing intent, by conducting interviews, surveys, and focus groups to define customer needs and iterating on the full visual and product experience.
- Achieved launch-ready product quality, measured by formal brand guidelines adopted across all touchpoints including mobile-first web design and photography art direction, by building a data-informed brand and growth strategy grounded in user insights and engagement metrics.

SKILLS & TOOLS

UX & Product Design End-to-End Product Design, Interaction Design, User-Centered Design, Wireframing & Prototyping, Information Architecture, Design Systems, Mobile Design (iOS/Android), UX Writing

Research & Testing User Research, Usability Testing, A/B & Multivariate Testing, Competitive Analysis, Research Synthesis

Tools Figma, Maze, Miro, Adobe Suite, Google Suite, Claude AI, ChatGPT, Lovable, Vercel, GitHub
Web / Accessibility Responsive Design, Accessibility (WCAG), CMS-based Websites, Conversion & Engagement Metrics
Soft Skills Cross-functional Collaboration, Stakeholder Presentations, Self-directed Learner
Languages English (fluent), Spanish (fluent)

EDUCATION & CERTIFICATIONS

UX Design Professional Certificate -- Google
M.S. Television and Video Production -- Pontifical Xaverian University
B.S. Communication and Journalism -- CUN University