

# Daniel Orduña

## Product Designer

### Details

Del. Miguel Hidalgo, CDMX,  
Mexico

+52 (998) 896 2414

danordua@gmail.com

[LinkedIn](#)

[Portfolio](#)

### Languages

Spanish, native speaker

English, C1

### Aptitudes

Product design

[Design Thinking](#)

[Research](#)

[Product Design](#)

Information architecture

Agile methodology

[Strategy](#)

Technical skills

[Coding](#)

HTML5

CSS

JavaScript

Personal aptitudes

Leadership

Creativity

Problem solver

### Professional goal

To keep growing in the field of product design, being part of a multidisciplinary and well-organized team. I aspire to enhance my skills in analysis, research, structure, and strategy, and I desire the opportunity to learn from experienced leaders with a strong vision

### Professional experience

#### TOWA Software

UX Lead, remote.

Jan. 2022 - present

I lead a team of four designers working on an MIS for the printing industry for a US-based startup. I guide the design strategy based on business goals, user needs and product system context. I establish metrics to continuously evaluate and improve this strategy. Additionally, I am involved in the entire design process, excelling in user research, ideation, information architecture, and wireframe creation. Our work has resulted in:

- 70% increase in the onboarding conversion rate
- Decrease in cancellation rate from 25% to 5%
- 85% reduction in negative user feedback.

UX Designer, remote.

July 2021 - Jan. 2022

As the first UX designer at a US-based startup working on a MIS for the printing industry, I collaborated closely with the development and business teams transforming the requirements into intuitive and user-friendly interfaces. Realizing the absence of a design strategy, I took the initiative and embarked on a personal learning process. This decision yielded significant results and facilitated the growth of the design team, propelling me towards my next professional step.

#### Freelance

World Boxing Council, remote.

2022

I participated in the design of the web platform for WBC Cares, the nonprofit organization of WBC. In this role, I contributed to defining the product strategy, conducted user research, and designed the platform. Additionally, I had the opportunity to work on the design of a web application for the WBC 2022 convention, with the goal of providing a platform for event registration and payment, as well as enabling participants to manage their registration and access the full event program.

### Education

#### Universidad ESDIE

Licentiate degree, Advertising.

Jan. 2020 - Jan. 2024

### Courses and certifications

#### Interviews and observation for user experience (UX) design

Sperientia [Studio + lab]

Dec. 2022

#### Product design course

Sol Mesz

2022

#### Engineering Warrior Training - Hard Challenges in C#

TOWA Software

2021

#### Bootcamp in MERN Stack Software Development

DEV.F

2021 - 2022