

DANIEL GALLEGO

UX DESIGNER

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SUMMARY

Digital marketer with specialized expertise in SEO and email marketing, adept at driving targeted traffic, improving search rankings, and boosting customer engagement. Proven success in executing data-driven strategies, optimizing on-page and technical SEO, and crafting high-conversion email campaigns. Skilled in analytics and performance tracking to maximize ROI.

TECHNICAL SKILLS

Prototyping Tools	Interaction Design	Accessibility
User Research	Visual Design	Responsive Design
Information Architecture	Usability Heuristics	User Testing Tools

PROFESSIONAL EXPERIENCE

- Instant Chartz App, Morcelle Program****Jan 2023 - Present**
- Led development of an advanced automation system, achieving a 15% increase in operational efficiency.
 - Streamlined manufacturing processes, reducing production costs by 10%.
 - Implemented preventive maintenance strategies, resulting in a 20% decrease in equipment downtime.

- System UX Engineer, XarrowAI Industries****Feb 2021 - Dec 2022**
- Designed and optimised a robotic control system, realizing a 12% performance improvement.
 - Coordinated testing and validation, ensuring compliance with industry standards.
 - Provided technical expertise, contributing to a 15% reduction in system failures.

EDUCATION

- UX Industrial Basics and General Application****Aug 2016 - Oct 2019**
- University of Engineering UX Cohort
- Major in Automotive Technology.
 - Thesis on "Technological Advancements within the current Mechatronics Industry".

- Bachelor of Design in Process Engineering****May 2014 - May 2016**
- Engineering University
- Relevant coursework in Structural Design and Project Management.

ADDITIONAL INFORMATION

- **Languages:** English, French, Mandarin.
- **Certifications:** Professional Design Engineer (PDE) License, Project Management Tech (PMT).
- **Awards/Activities:** Most Innovative Employer of the Year (2021), Overall Best Employee Division Two (2024), Onboarding Project Lead (2023)