

# DANIELA DELGADO R.

UX RESEARCHER

## PERSONAL STATEMENT

Results-driven UX researcher with a passion for designing social platforms that foster meaningful interactions and collaboration. Skilled in mixed methods research, Data Science, UX design, and prototyping. Proven ability to translate complex research findings into actionable insights. Committed to creating user-centered experiences that drive positive impact.

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## EXPERIENCE

### UNIVERSITY OF ILLINOIS – DOCTORAL RESEARCHER

Urbana - Champaign, Illinois (August 2023 – Present)

- Established trust with marginalized urban communities in Cali, Colombia to collaborate in the design and development of digital platforms for trust building in community engagement.
- Systematically analyzed community trust dynamics and technology mediations in context using mix-methods.
- Conducted interviews, user-testing and workshops, adhering to ethical practices and obtaining informed consent from community authorities and interview participants.

### GOOGLE – UX RESEARCH INTERN

Sunnyvale, California (May 2023 - August 2023)

- Led in-depth research on stress cases for Google Account access, analyzing data from 20 internal and external sources.
- Conducted 10 stakeholder interviews to gather critical insights on product strategies for marginalized users.
- Presented actionable recommendations to over 15 cross-functional stakeholders, driving informed decision-making and a deeper understanding of the problem space.
- Developed a comprehensive implementation checklist to support XFN teams in adopting recommended strategies.

New York, New York (June 2022 - August 2022)

- Conducted quantitative research on product satisfaction across 30+ international markets for a specific Google ad product.
- Identified 5 critical aspects impacting user satisfaction and proposed 3 tailored regional strategies for improvement.
- Analyzed the broader ads ecosystem through 15 qualitative studies, uncovering three key pain points and developing joint strategies for cross-team collaboration.

### UNIVERSITY OF ILLINOIS – INSTRUCTOR OF RECORD

Urbana - Champaign, Illinois (August 2023 – Present)

## CONTACT

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## EDUCATION

### PH.D. IN INFORMATICS

University of Illinois at Urbana – Champaign, USA (Expected 2026)

### BS IN INTERACTIVE MEDIA DESIGN

Universidad Icesi, Cali, Colombia (2016)

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## SKILLS

User research

Co-Design

Rapid Prototyping

Quantitative Research

Qualitative Research

Usability testing

User-centered design

Data Science

Web and mobile development

Adobe suit design

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## LANGUAGES

**ENGLISH** (Bilingual)

**SPANISH** (Native)

**GERMAN** (Medium)

- Developed introductory Python for Data Science course for over 100 students and coordinated 5 instructional staff per semester.
- Created and implemented over 40 automated grading scripts to streamline course assessment and improve grading efficiency.

### **UNIVERSITY OF ILLINOIS – GRADUATE TEACHING ASSISTANT**

*Urbana - Champaign, Illinois (January 2019 – May 2023)*

- Guided over 40 students in the usability evaluation of 10 digital and physical artifacts.
- Developed comprehensive learning materials for a new Machine Learning for Data Science course adopted by the Informatics program.
- Facilitated class discussions on the societal implications of emerging technologies.

### **SIEBEL CENTER FOR DESIGN – UX ENGINEER**

*Champaign, Illinois (June 2020 - August 2021)*

- Successfully integrated Vuforia and Unity, creating an immersive interactive experience that enhanced visitor engagement at the Siebel Center for Design building.
- Saved the project thousands of dollars by successfully evaluating 3 technologies for AR and mobile development and selecting the most cost-effective and efficient solution.
- Curated and optimized a database of over 20 innovation cases for seamless integration with the AR interactive experience.
- Developed and tested 5 prototypes to ensure intuitive and fluid user interactions for data visualization and exploration.

### **UNIVERSITY OF ILLINOIS – GRADUATE RESEARCH ASSISTANT**

*Urbana-Champaign, Illinois (June 2018 – May 2020)*

- Developed a versatile multi-platform system for conducting experiments at the Social Viscosity Lab, enabling the collection of thousands of data points.
- Designed and built mobile and web applications to support research objectives.
- Implemented efficient data mining, storage, and analysis systems, managing synchronous data.

### **APPBUILDERS – UX/UI DESIGNER**

*Mexico City, Mexico (September 2017 – December 2017)*

- Developed UX proposals that effectively addressed the needs of diverse stakeholders.
- Led the interaction design for over 5 mobile and web applications, creating wireframes, mockups, and user flows.
- Delivered the visual design for 5 applications, ensuring a cohesive and user-friendly experience.
- Collaborated closely with the lead developer to ensure the successful implementation of design concepts.

### **INSITUM – UX CONSULTANT**

*Bogota, Colombia (September 2017 – December 2017)*

- Conducted over 10 interviews and shadowing sessions to understand the needs of salesforce professionals.
- Iterated through 5 prototypes and usability tests to design a new mobile application that met their specific requirements.
- Led a digital transformation project for the multinational company, Quala, resulting in increased sales efficiency.
- Identified and prioritized 3 key needs and requirements for a new digital product applying user-centered design methods.

## GESTOOS – UX DESIGN INTERN

Barcelona, Spain (July 2016 – February 2017)

- Proposed, designed, and prototyped over 5 innovative applications for Gestoos' gesture recognition software.
  - Conceived new engaging gestural interactions for marketing presentations of new products for the IQOS brand.
  - Evaluated and redesigned one desktop application to improve usability and efficiency.
  - Reimagined the core product to expand its applicability to 3 different sectors.
  - Independently acquired proficiency in the original gesture detection software and created 3 functional prototypes to demonstrate new ideas.
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## PUBLICATIONS

- **Trust-centered Approach to Social Design: The case Study of a Community Dinner in Cali, Colombia.** (Forthcoming in IASDR, 2025)
- **Technological Mediation of Trust in Grassroots Organizations: A Case Study of Social Networking Platforms (SNPs).** (Forthcoming in ASIS&T, 2025)
- **Technological mediation analysis on Constructive Design Research: A case study of trust.** IASDR, 2023, Graduate Seminar Presentation. <https://doi.org/10.21606/iasdr.2023.742>
- **Community-Based Technology Co-Design: Insights on Participation, and the Value of the “Co”.** PDC, 2020. <https://dl.acm.org/doi/abs/10.1145/3385010.3385030>