



# Daniela Picão

Sr. Product Designer in London, UK

[Portfolio](#)

I'm a Senior Designer with over seven years of experience creating digital experiences across diverse roles in the industry. Passionate about design systems and operations, I strive to drive efficiency, consistency, and scalability while nurturing an empathetic culture that empowers teams to excel.

- Portfolio

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## Work Experience

2023 — Present	<div><b>Senior Product Designer - Design System at Soldo</b> ↗</div> <div>London   Hybrid</div> <p>Soldo is a cloud-based B2B SaaS spend management platform available via the web console and mobile app, that empowers finance professionals to manage, track, and monitor company and employee expenses efficiently. Within this dynamic ecosystem, I contribute as part of the Experience Foundation Team, focusing on building, evolving, and promoting the Prisma Design System to drive efficiency and ensure consistency across all levels.</p> <p><b>Key contributions include:</b></p> <ul style="list-style-type: none"><li>Leading projects and mentoring designers to boost team productivity.</li><li>Establish and track design system metrics.</li><li>Optimising design operations, workflows, and documentation for streamlined project execution.</li><li>Documenting and standardising design system processes to enhance team efficiency.</li><li>Providing resources like patterns, best practices, and templates to simplify processes and save time.</li></ul>
2022 — 2023	<div><b>UI Designer &amp; Design System contributor at Soldo</b> ↗</div> <div>London   Hybrid</div> <p>Performed two main roles: UI Designer and Design System contributor. As a UI Designer in the Finance and Accounting squad, I created user interfaces that met the needs of both the business and users, collaborating with Front-end Developers for seamless implementation.</p> <p>On the Design System side, I contributed to a federated model by strategically architecting component libraries, comprehensive design system documentation, and assisting fellow designers in streamlining their workflows and optimising their design processes.</p>
2017 — 2022	<div><b>UX/UI Designer at Play Consulting</b></div> <div>London   Hybrid</div> <p>Play was a VC-backed startup founded by former PlayStation executives, specialised in helping companies rapidly shape, launch, and validate product propositions. By applying game theory, we drove early adoption and high user engagement.</p> <p>I collaborated with clients such as PWC, Unilever, Mars, NHS, and KPMG on B2B and B2C propositions, delivering native and progressive mobile app experiences, as well as prototypes to secure project buy-in.</p>
2016 — 2017	<div><b>Graphic Designer / Producer / Video Editor Freelancer at Muugen Studio</b> ↗</div> <div>London   Hybrid</div> <p>Spent a year gaining experience across various roles in the digital/creative industry, including video editing, production, and applying graphic design expertise to assist clients with brand identity development.</p>
2014 — 2016	<div><b>Web Designer at Fuse</b></div> <div>London   On-site</div> <p>The Fuse learning platform is a cloud-based B2B, cross-platform solution designed to enhance workforce capabilities through knowledge sharing and collaboration. As part of the Implementation Team, I designed and coded bespoke user experiences on clients' instances.</p>
2012 — 2014	<div><b>Digital Media Designer at Fuse</b></div> <div>London   On-site</div> <p>Worked on different types of digital content, including graphics, videos, infographics, ads, presentations, and animations, tailored to each client's Fuse platform and supporting the Marketing department with campaign assets.</p>
2012 — 2012	<div><b>Creative Assistant Internship at Tom Price</b> ↗</div> <div>London   On-site</div> <p>I had the honor of joining Tom Price's team, contributing to large-scale projects for private clients and global brands, while gaining hands-on experience in the creative process, including material selection and transformation.</p> <p>One standout project was the <a href="#">PP Trysting Tree at Bloomberg London</a> ↗ – a complex and dynamic semi-permanent installation spanning four glass meeting rooms.</p>

## Certifications

2025	"Advanced Design Systems" with Raquel Pereira from TheStarter
2025	"Advanced Design Systems" with Brad Frost from Smashing Magazine
2024	Make Design Systems People Want to Use from Design System University
2024	Workshop: Design System Planning and Process with Nathan Curtis from Into Design Systems Community & Conference
2024	Generative AI for Everyone from DeepLearning.AI
2023	Advanced Product Design Tactics from Ridd, Figma Academy
2023	Scaling Design Systems from Dan Mall

## Education

2009 — 2012	Bachelor's in Design at <a href="#">University of Aveiro</a> Aveiro, Portugal
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