

Hi!

I'm **Daniel González**, based in Berlin, Germany.

I'm a product designer with 18+ years of experience working for companies like **Personio**, **HERE Technologies**, **Nokia**, **Frog Design**, **Telefónica I+D**, **elBullifoundation** and others, across **HR tech**, **fintech**, **automotive**, **IoT** and **data visualization** products.

I'm a broad, experienced generalist who works across the full design spectrum, which gives me a holistic view of how products should look, feel and work. I combine visual design, UX, motion, and prototyping/development with an innovation mindset to discover better, more effective ways to solve problems and to make the brand tangible in every interaction.

I lead by doing: setting the bar through hands-on work, sharing tools and methods with the team, and creating a design culture where strong craft and systems thinking are the default.

In recent roles I've operated on two levels: on the craft side, redesigning core product experiences from the ground up and aligning product and brand into a more modern, coherent interface; and on the system side, defining standards, workflows and internal tools that make that level of quality scalable. I've built design-ops tooling to automate on-brand asset creation and reduce review overhead, so designers and developers can focus on the highest-impact parts of the product. This approach addresses a common growth problem: *how to keep raising the quality bar while the organization scales.*

Additionally, I mentor around accessibility and inclusive design, because every person should have equal access to information in their everyday life.

2023 – 2025

Personio, as Staff Product Designer.

Led ground-up redesigns of core product experiences, aligning product and brand into a modern, coherent interface. Defined standards, workflows and internal tools to scale design quality across teams, including design-ops solutions that automated on-brand asset creation and reduced review overhead, allowing teams to focus on higher-impact work while the organization grew.

2022 – 2023

Klar – as Lead product designer.

Led the redesign of the entire product experience to align it with a more modern, cohesive brand. Built and orchestrated the design system so designers had a single source of truth and worked closely with engineering to ensure design–dev parity across the product.

2014 – 2022

HERE Technologies – Lead Product Designer

Designed data-intensive mapping and navigation tools, turning complex location/logistics data into clear, interactive products; delivered UI, motion and prototypes, and set accessibility standards.

2010 – 2014

Aer studio – Senior interaction & visual designer

Design studio specialized in innovation for data-driven digital products. Worked end-to-end across interaction, visual and motion design for clients such as Nokia, Fjord, Frog, Telefónica I+D, elBullifoundation, Bestiario, and Desigual.

2008 – 2009

Sixis motiongraphics – Motion designer

Design studio specialized in innovation for data-driven digital products. Worked end-to-end across interaction, visual and motion design for clients such as Nokia, Fjord, Frog, Telefónica I+D, elBullifoundation, Bestiario, and Desigual.

2006 – 2008

Papagaio estudio – Co-founder.

Early professional role producing a wide range of visual and interactive projects: websites, motion graphics, video pieces, book and editorial illustrations, architectural 3D renders, and 2D/3D animation for commercials.

Academic Education

- 2005 **Bachelor's Degree in Graphic Design**
Universidad Rafael Bellosó Chacín, Venezuela.
- 2009 **Master of Interaction Design & New Media**
Elisava design school, Spain.
- 2010 **Master in web design & development**
Cipsa School, Barcelona.
- 2006 **3D design & digital production.**
Alvaro Planchart animation school, Venezuela.

Professional Development

- 2019 **Discard Studies: Toxicity, Knowability, Accountability.**
Savvy Contemporary, Berlin.
- 2019 **Data journeys in Design, journalism & education.**
Workshop. Encode conferences, London.
- 2019 **Designing with Data, Beyond BI-Tools & Analytics**
Workshop, Berlin.
- 2011 **Programming courses in C++ & OpenGL at Cipsa.**
Cipsa School, Barcelona.

Talks & Teaching

- 2014 **Talk about Data-driven graphics.**
Potsdam University.
- 2019 **"Hello Plants!" a workshop on physical computing & creative coding with Arduino and Processing.**
Mutuo, Barcelona.

Languages

Spanish —native.
English —fluent.
German —basic.

Frontend

HTML5, CSS3 (Flex/Grid), JavaScript (ES6+), D3.js, Three.js, WebGL, GLSL/shaders, Node.js (basic).

My technical skills are focused on frontend development to push the visual/brand bar in product — building interactive, data-rich and motion-heavy experiences.

Design

Figma, Sketch, InVision, Illustrator, & Photoshop.

For product/UI work, design systems, and high-fidelity brand assets.

Motion

After Effects, Premiere, Final Cut Pro, Lottie, Rive.

for interface motion, video edits, and lightweight interactive animations.

AI/
Automation

Claude, MidJourney, Cursor, ChatGTP.

Use of AI tools to speed up on-brand image/content generation and to support design-ops workflows.

Contact

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