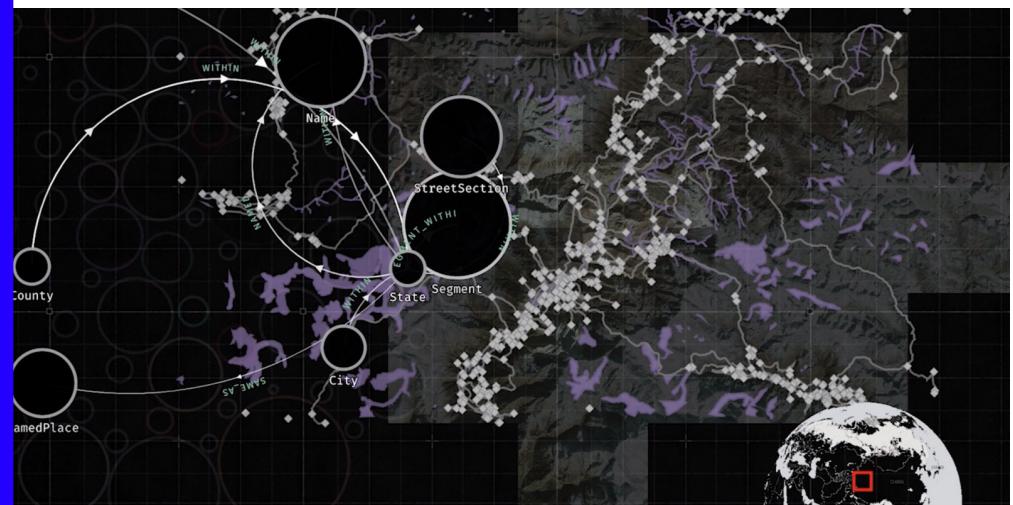


Portfolio <http://degafolio.info>



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# Hi!

I'm Daniel Gonzalez, based in Berlin, Germany.

I'm a product designer with more than 12 years of experience solving UX/UI for clients such as *HERE Technologies, Daimler, Audi, Nokia, Fjord, Frog, Telefonica I+D, El Bulli Foundation, Bestiary, Desigual, Quadrigram*, among others.

An experienced broad generalist covering all areas of design with a skill set that forms a holistic view of visual communications: *from visual design, user experience, motion graphics, interactive prototyping & development frontend, as well as research and innovation.*

For the past 6 years, my role on the team has been to lead design efforts and guide developers around the complexity of data-driven products, finding the perfect balance between crafting rich interactive experiences and the deep complexity of data analysis. As of today, I've been involved in all parts of the product cycle, from product definition, data collection, analysis and process, UX, visual design and development.

I have applied my skills in many different industries, such as: IoT, smart office, tracking and logistics, geo data visualization and infographics, cartography, navigation systems for land vehicles and drones, analysis of cellular networks, APIs design, web marketing & motiongraphics among others. Also, lately due to the coronavirus, I have been part of different initiatives to co-create tools that alleviate the economic impact, such as an application that monitors outbreaks globally, also we created tools to help small businesses transforming into a delivery business.

Additionally, I'm a mentor when it comes to accessibility design and removing cultural biases to practice inclusive design, because every community and person should have the same rights to experience good design in their everyday life.

Last but not least, I always bring all this knowledge to a design system or any sort of documentation, to raise the standards of design quality & team productivity.

## Work experience

2014 – present

### **HERE Technologies, as Lead product designer.**

HERE Technologies is a leader in navigation, mapping and location technologies. For them, I created different applications that process, analyse and visualise big data, from a wide range of topics such as tracking systems for logistics, Disease outbreaks monitor, and indoor/outdoor navigation systems.

*Daily assignments*

1. **UX & visual design:** from flows to pixel perfection specifications.
2. **Coding:** Front-end development & hi-fi prototypes.
3. **Data visualisation:** To collect, transform, enrich, analyse, visualise and design of interactive graphics that synthesises large amounts of data in a simple and clear way with storytelling techniques.
4. **Motion design:** Delivery of motion studies and motion guidelines, also few marketing pieces.
5. Check for accessibility issues, visual impairment color palettes & readability contrast, across all products.

2010 – 2014

### **Aer studio, as Senior interaction & visual designer**

A design agency located in Barcelona, Spain. Specialised in innovation design for data driven products, both web and mobile, also exhibitions —the fun part. Worked through all phases of projects such as interaction design, visual design, motion design for various clients such as Nokia, fjord, frog, Telefónica i+d, El Bulli Foundation, Bestiario, desigual, Quadrígram among others.

This team taught me so much, both conceptual and technically. I had the pleasure to work & befriend really designers across the globe.

2010 – 2012

### **No-Interaction Group as co-founder & creative coding**

It was a multi-cultural and multi-disciplinary group that researches issues about art & interaction design. I was leading the developer team, we were hacking ready-made objects to make them talk or behave in different ways the purposed, I learnt lots of Arduino & physical computing while building for artistic purposes —A dream come true!

## Work experience - part II

- 2008 – 2009 **Sixis motiongraphics, as visual & motion designer**  
A creative studio specialised in design and production of cgi computer moving graphics, pretty much motiongraphics.
- 2006 – 2008 **Papagaio estudio as Interaction designer & co-founder.**  
I would say Papagaio estudio its where my passion for this career begun. It was my first real professional experience, where I was managing a small team of 6 designers, also my very first experience dealing with clients both local and international, it was super exciting!  
  
Over the course or almost 3 years we produced a huge amount of projects ranging from interactive websites, book illustrations, video production & motion graphics, architectural renders, 2D & 3D animation for TV ads, literally a bit of everything. As for clients, I could highlight few such as *3D architectural renders for Vinci-hamp architects* or the *motion titles for la Copa America*.  
  
I'm very proud of the work we did during this period, despite we were just only kids.
- 2005 – 2006 **Ideas proyectos y publicidad, as graphic designer apprentice**  
Advertising agency focused on design strategies for both marketing and political campaign.

## Studies, courses & workshops

- 2019 **Workshop about Data journeys in Design, journalism and education. Part of Encode conferences, London.**
- 2019 **Designing with Data, Beyond BI-Tools & Analytics – Expert Session.**
- 2011 **Programming courses in C++ & OpenGL at Cipsa.**
- 2010 **Master in web design & development: Html, CSS, Php & Javascript at Cipsa.**
- 2009 **Master of Interaction Design & New Media, at Elisava design school.**
- 2005 **3D design & digital production at Alvaro Planchart animation school.**
- 2005 **Bachelor on Graphic Design at the URBE Universidad Rafael Belloso Chacín.**

## Talks & teaching

- 2014 **Talk about Data-driven graphics, in Potsdam University.**
- 2012 **Teacher at Hello plants!** a workshop for learning about the basics of physical computing & creative coding with Arduino and Processing (Java).

## Software skills

Desktop & mobile	<b>Objective-C</b> for IOS development. <b>OpenGL</b> for Computer generated graphics, aka 3D. <b>C++</b> under open frameworks, cinder. <b>Java</b> (Processing.org).
Web	Hero levels of <b>Html, css, Javascript</b> in combination with many different libraries out there, like D3js for data visualisation & ThreeJS for WebGL, the ones I used the most, lately.  I normally create my interactive prototypes and frameworks on vanilla javascript, but I have also experience working with modern technologies such as <b>NodeJS</b> .
Graphic design	Adobe products suit such as <b>Illustrator, photoshop</b> are my main tools, they allow me to craft illustrations and data objects with precision. But also I'm very experienced building design systems in <b>Sketch</b> and creating quick prototypes in Invision.
3D & Motiongraphics	<b>Adobe Premier, After effects, Final cut &amp; Autodesk Maya.</b>
Physical computing	I learnt to hack pretty much anything with Arduino tools and software, which is based in C++. I got a lot of experience working with different kind of sensors and creating or hacking hardware, while working on artistic adventures with the no-interaction group.

## Languages

- Native **Spanish**
- Fluent **English**