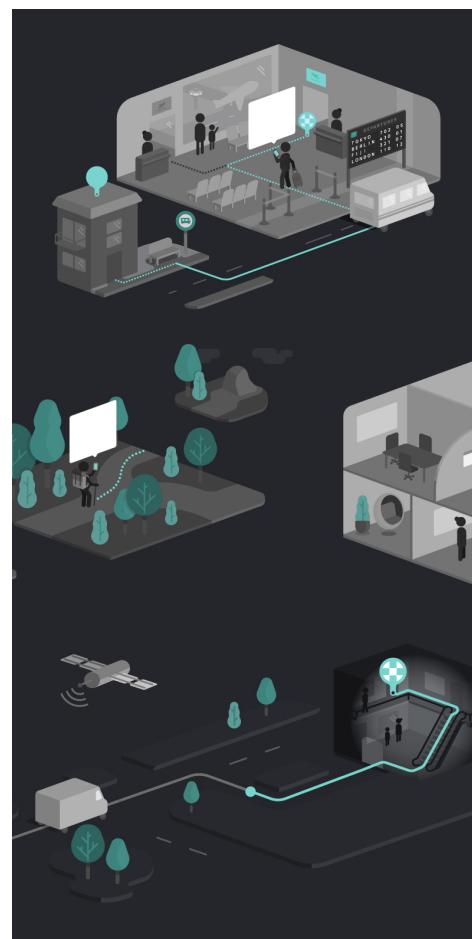
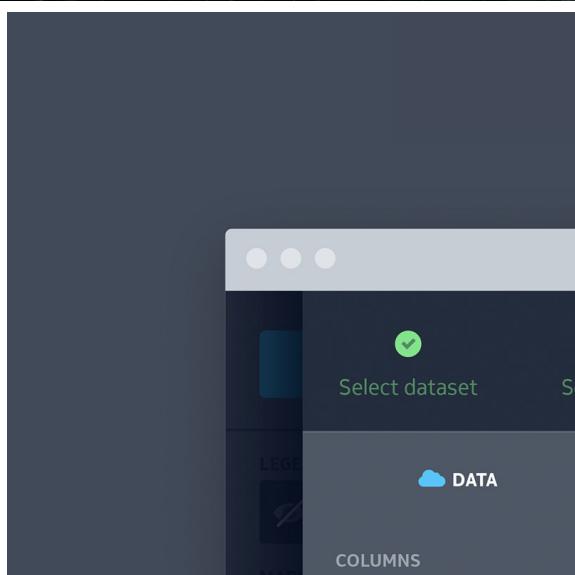


Portfolio <https://degafolio.info>

email. degatt2@gmail.com
phone. +49 176 60457601



H!

I'm Daniel Gonzalez, born in 1983 in Venezuela, and now based in Berlin, Germany.

I'm a product designer with more than 15 years of experience solving UX/UI for clients such as *Personio, Klar, HERE Technologies, Daimler, Audi, BHP, Nokia, Fjord, Frog, Telefonica I+D, El Bulli Foundation, Bestiario, Desigual, and Quadrigram*, among others.

As an experienced generalist, I've covered all areas of design, with a skill set that provides a holistic view of visual communication, including visual design, user experience, motion graphics, branding, marketing, research, and innovation.

For the past seven years, my role has been to lead design efforts and guide designers and developers in building digital products, solving complex problems, and creating rich interactive experiences that achieve business objectives.

I've been involved in all aspects of the product cycle, from definition and design to development and launch, in various industries, from consumer-facing products to enterprise solutions.

I'm also fluent in coding, which allows me to build better collaborations on teams and create top-of-the-line products.

Due to the recent pandemic, I've also been involved in various initiatives to create tools that help alleviate the economic impact, such as an app to monitor disease outbreaks globally and tools to help small shops transform into delivery businesses (WeGoDeliver).

I'm very passionate about accessibility design and removing cultural biases. I practice inclusive design because every culture, community, or person should have the right to experience good design in their everyday life.

Work experience

- 2023 **Personio, as Staff product designer — Current.**
- 2022 – 2023 **Klar Technologies, as Lead product designer.**
I was responsible for managing the product design team and overseeing the redesign of the app's visual design and all product offerings, to increase engagement and user retention, ultimately driving business growth and success.
- 2014 – 2022 **HERE Technologies, as Lead product designer.**
At HERE, I specialized in designing effective UIs for data visualizations, and mentored other designers to improve their skills. I also helped define design systems to increase productivity and ensure consistency across products.
- 2010 – 2014 **Aer studio, as Senior visual designer & front-end developer**
A design agency located in Barcelona, Spain. Specialised in innovation design for data driven products, both web and mobile.
- 2010 – 2012 **No-Interaction Group as co-founder & developer**
It was a multi-cultural and multi-disciplinary art group that researches issues about art & interaction design. I led the developer team. we were hacking ready-made objects to make them behave differently than intended.
- 2008 – 2009 **Sixis motiongraphics, as visual & motion designer**
A creative studio specialised in design & motiongraphics.
- 2006 – 2008 **Papagaio estudio as Interaction designer & co-founder.**
Papagaio was my first professional experience, managing a small team of 6 and dealing with both local & international clients, it was super exciting!
- 2005 – 2006 **Ideas proyectos y publicidad, as graphic designer apprentice**
Advertising agency focused on design strategies for both marketing and political campaign.

University & masters

- 2010 **Master in web design & development at Cipsa.** Barcelona, Spain.
- 2009 **Master of Interaction Design & New Media, at Elisava design school.**
Barcelona, Spain.
- 2005 **Bachelor on Graphic Design at the URBE University Rafael Belloso Chacín.**
Maracaibo, Venezuela.

Courses & workshops

- 2019 **Discard Studies: Toxicity, Knowability, Accountability at Savvy Contemporary.** Berlin, Germany.
- 2019 **Workshop about Data journeys in Design, journalism and education at Encode conferences.** London, UK.
- 2019 **Designing with Data, Beyond BI-Tools & Analytics, expert Session at Cavorit.**
Berlin, Germany.
- 2011 **Programming courses in C++ & OpenGL at Cipsa.** Barcelona, Spain.
- 2005 **3D design & digital production at Alvaro Planchart animation school.**
Caracas, Venezuela.

Exhibitions

- 2011 **NoInteraction project at Casa Golferichs.** Barcelona, Spain.
- 2011 **The wonder of superInteraction at Sala Marsà.** Tárrega, Spain.

Talks & teaching

- 2014 **Talk about Data-driven graphics at Potsdam University.** Potsdam, Germany.
- 2012 **Teacher at Hello plants!** a workshop about physical computing & creative coding with Arduino and Processing at Mutuo. Barcelona, Spain.

Software skills

Desktop & mobile	Objective-C, OpenGL, C++ and Java.
Web	Html, Css, Javascript, D3js, ThreeJS and NodeJS.
Graphic design	Figma, Sketch, Invision, Adobe Illustrator, Photoshop.
3D & Motion	Rive, Adobe Premier, After effects, Final cut and Autodesk Maya.
Physical computing	Arduino

Languages

Native	Spanish
Fluent	English
Basic	German
Basic	Catalan

