

Daniel Ortiz-Wills

Resume

Petaluma, CA | (408) 334-3882

dortizwills@gmail.com

[LinkedIn](#) | [Portfolio](#)

Experience

Freelance UXUI Product Designer

Shopmonkey | Higharc | Raborn Media | & More, Remote

2023 – Present

Ux/UI Designs

- Performed seamless dev handoffs, QA, and content management using basic HTML, CSS, and AI-assisted development environments for dozens launches.
- Designed and prototyped 2 mobile applications from 0 to 1 for B2C companies.
- Provided mobile-first responsive designs for multiple clients during overlapping deadlines to ensure timely releases and meet client contract agreements.
- Contributed to WordPress development, addressing minor updates and UX/UI improvements.
- Designed and delivered component libraries, icons, colors, and graphics for custom client websites.
- Applied accessible design principles (WCAG 2.1) to website design systems.

Product Designs

- I designed product mockups and deliverables, conducted user interviews, and finalized web and mobile app designs for 4 B2B startups.
- 80% increase in client satisfaction after delivering dozens of responsive website launches from mobile-first responsive designed apps.
- Produced two 0-1 quick service app experiences by delivering 2 distinct workflows for administrators and technician users.
- I strengthened client relationships by maintaining regular communication, delivering projects on time, and providing tailored design solutions for technical needs.
- Reduced duplicate work by standardizing the design processes company wide by authoring style guides included graphics, typography, logos, and icons.

Graphic Designer & Illustrator

Shopmonkey, Morgan Hill, CA

2020 – 2023

- 11% increased click rates through the implementation of email marketing campaigns, branding strategies, and social media ads.
- 3 time Team Player Award winner for exceptional contributions to the design team's quarterly fiscal goals.
- 7% conversion rates boosting user engagement and up to 28% increase in ROI for demo bookings via user personas and current design trends.
- Supported \$25M Series C funding efforts by executing and developing a successful brand redesign.
- Created 100+ digital and print materials for developing marketing assets including new product launches, reports, slideshows, customer stories, and promotional campaigns.
- I created A/B-tested advertisements tailored to user personas and aligned with current design trends.
- Led company's brand execution and maintenance across email, social media, digital advertisements, blogs, deliverables, and landing pages, engaging over 3K users and generating 12K+ leads.

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Jr. Product Designer

Shopmonkey, San Jose, CA

2019 - 2020

- Collaborated with internal teams to recognize needs, strategize solutions, and align them with company objectives. Executed large-scale events with tens of thousands of attendees by articulating design strategies and core principles to cross-functional teams.
- Launched two UX MVPs by conducting future-focused feature research, presenting mockups, prototyping, and testing designs.
- Generated 1K + valuable leads by introducing booth graphics and promotional materials for the company's debut trade show in 2019.
- Boosted social media engagement and follower base from 50 to 400 within a year via a cohesive visual style and engaging content.

Education

Bachelors in Humanities & Minor in Fine Arts

2009 - 2017

San Jose State University

Skills

Design Skills

- Design Systems
- UI Design
- UX Research
- Wireframing
- Information Architecture
- Prototyping
- User Testing
- Iconography
- Print Design
- Email Design
- User Interviews
- Responsive Design
- Branding
- Basic CSS
- Basic HTML

Design Tools

- Figma
- Adobe XD
- Sketch
- Photoshop
- Illustrator
- InVision
- Principle
- Chat GPT
- Lovable.ai
- Bolt.new