Daniela
Sanchez Amador
Product Designer

PROFILE

Multimedia Engineer and Interactive Media Specialist with experience in **product design**, combined with knowledge in **code**. I have worked in Edtech, e-commerce, and mobile products and have experience in **UI and UX Design**, **Mobile UI UX**, **Design Systems**, **Research**, **Testing**, and **Prototyping**. I am confident that I can bring value to any team and help create impactful and successful digital products. I have a passion for learning new things and tools every day, and if I don't know something, I am always eager to learn it.

LANGUAGE

SPANISH
Native

ENGLISH
Professional working proficiency

FRENCH
Conversational

PUBLICATION

SIXTH INTERNATIONAL CONFERENCE OF THE IMAGE-UNIVERSITY OF CALIFORNIA. BERKELEY

We presented our Thesis project called
Out of time: Interactivity as an alternative to non-linear communication.

2015

CONTACT ME

UX/UI DESIGNER
OPEN LMS PART OF LTG PLC   2020-ACTUAL   REMOTE

• Worked alongside developers and design teams in the Product department to design and implement UI and UX features that enhanced the functionality and usability of the product.
• Established and managed direct communication channels with customers, collecting feedback and insight. Developed and implemented mockup designs for customer platforms.
• Created a comprehensive design system for the web and mobile product, ensuring a consistent and seamless user experience across all platforms.

USER EXPERIENCE DESIGN SPECIALIST
CONFFLUX   2020   REMOTE

• Collaborated in a multi-disciplinary team to design, envision, and conceptualize a digital tool that made a positive impact during the pandemic.
• Conducted user research to understand customer needs and preferences, resulting in improved product design and enhanced user experience.

UI PRODUCT DESIGNER
TAGSFORHOPE INC   2018-2019   ONTARIO, CANADA

• Collaborated closely with engineering, to design and implement high-quality UI and UX features, resulting in a seamless user experience.
• Improved sales by designing a new UI for the product and received recognition for the design of the marketing page, resulting in increased brand awareness and customer engagement.

UI AND INSTRUCTIONAL DESIGNER
E-GROUP SAS   2017   BOGOTÁ, COLOMBIA

• Designed interfaces and developed storytelling techniques for personalized courses, resulting in improved engagement and learning outcomes.
• Designed and developed elements for use in e-learning courses, resulting in enhanced learning experiences.

UI AND INSTRUCTIONAL DESIGNER
ENGAGEMENT SAS   2015-2016   BOGOTÁ, COLOMBIA

• Created detailed storyboards and UI's as a reference for personalized courses, ensuring alignment with customer needs and vision.
• Produced high-quality products for e-learning courses in collaboration with multiple brands.

UX UI DESIGNER
FREELANCE   2015   REMOTE

• Stayed up-to-date with industry trends and best practices to continuously improve design solutions.
• Reviewed existing products and provided design solutions to improve user experience and business outcomes.

EDUCATION

MULTIMEDIA ENGINEERING   2011-2015
UNIVERSIDAD MILITAR NUEVA GRANADA
Bogotá, Colombia

INTERACTIVE MEDIA SPECIALIST   2017-2018
FANSHAWE COLLEGE
London, Ontario, Canada

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