

Daniel Andrés Vera García

Product designer

Product Designer with nearly three years of experience leading UX/UI initiatives for B2B marketplaces and SaaS platforms. Expertise in user research, interaction design, and design systems, ensuring a seamless and scalable product experience. Proven ability to mentor teams, drive product strategy, and collaborate cross-functionally to align business goals with user needs.

EXPERIENCE

OLIVER+ | UX DESIGNER | APR 2025 – PRESENT

- Developed and maintained printed catalogs and user manuals for Bissell products.
 - Led the redesign of Mofilm's website, a Brandtech Group company.
 - Enhanced navigation, interaction, and overall usability to simplify product use.
 - Created wireframes and interactive prototypes in collaboration with the design team.
-

MERU | LEAD PRODUCT DESIGNER | MAR 2022 – NOV 2024

- Led the design of five platforms across a B2B marketplace and SaaS ecosystem, ensuring design system consistency and UX best practices.
 - Mentored and trained two junior designers, fostering their professional growth and improving team efficiency.
 - Collaborated closely with PMs, engineers, and stakeholders to define roadmaps and align product strategy with business objectives.
-

MERU | UX/UI DESIGNER | JAN 2022 – MAR 2024

- Spearheaded UX research and UI redesign for a marketplace transition, enhancing user experience and engagement.
 - Conducted user research and usability testing, informing product decisions that streamlined the transition to a specialized auto parts marketplace.
 - Designed wireframes, prototypes, and UI components, improving development efficiency through reusable design assets.
 - Implemented data-driven UX improvements, enhancing customer satisfaction and retention.
-

TRILCE EDICIONES | LEAD EDITORIAL DESIGNER | MAY 2017 – MAR 2021

- Led the conceptualization and design of books, marketing materials, and presentations, enhancing brand identity and reader engagement.
 - Managed vendor relationships and coordinated cross-functional teams to streamline production workflows.
-

COCOLAB INTERNATIONAL | UX/UI DESIGNER | AUG 2015 – MAY 2017

- Designed interactive museum experiences, including 22 educational games and applications, leveraging user testing with children.
 - Created immersive digital installations for major cultural institutions, enhancing audience engagement through intuitive interfaces.
-

SKILLS & TOOLS	PRODUCT DESIGN: UX Research, Design Thinking, Information Architecture, Interaction Design, Wireframing & Prototyping, Usability Testing, User Interface (UI) Design, Design Systems, Content Strategy, Copywriting, Analytics.
	SOFTWARE: Figma, Webflow, Illustrator, Photoshop, InDesign, After Effects, Adobe XD, HTML, CSS, React (JavaScript), Git Version Control.
	LANGUAGES: Spanish (native), English (advanced)-
EDUCATION	2011–2015: Bachelor's Degree in Visual Communication – Centro Diseño, Cine, Televisión
CERTIFICATIONS	2024: How To Design for Accessibility (WCAG 2.2) – Udemy
	2024: Conduct UX Research and Test Early Concepts – Google
	2024: Figma UI/UX Design Advanced – Udemy
	2023–2024: Full Stack Software Development Bootcamp – Bedu
	2021: UX/UI Design Bootcamp – Bedu
	2013: Logo Creation Course – Sagi Haviv (Chermayeff & Geismar & Haviv)
	2013: Illustration Course – Antonio Santos