Daniel Andrés Vera García
Product and Visual Designer

Product Designer with nearly five years of experience leading UX/UI initiatives. 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 AGENCY | MIDWEIGHT UX DESIGNER | UNITED KINGDOM, REMOTE | SEP 2025 – PRESENT
- Design and enhance user experiences across printed guides and digital platforms.
- Simplify product usage by improving navigation, interaction, and overall usability.
- Create wireframes and interactive prototypes in collaboration with the design team.

OLIVER+ | UX DESIGNER | MEXICO, REMOTE | APR 2025 – SEP 2025
- Design and enhance user experiences across printed guides and digital platforms.
- Simplify product usage by improving navigation, interaction, and overall usability.
- Create wireframes and interactive prototypes in collaboration with the design team.

MERU | LEAD PRODUCT DESIGNER | MEXICO, REMOTE | MAR 2024 – 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 | MEXICO, REMOTE | 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.

TRILCE EDICIONES | LEAD EDITORIAL DESIGNER | MEXICO, MEXICO CITY | 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 | MEXICO, MEXICO CITY | 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.

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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 (advanzed)-
EDUCATION	2025–2026: Human-Computer Interaction Design MSc – City St George's, University of London
	2011–2015: Visual Communication BA – 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