

Daniel Andrés Vera García

Product Designer

Product designer with experience aligning user needs and business goals to shape product strategy and deliver effective digital experiences. Skilled in user research, interaction design, design systems, and visual communication. Currently completing an MSc in Human Computer Interaction Design at City St George's, University of London.

OLIVER AGENCY | MIDWEIGHT UX DESIGNER | UNITED KINGDOM, REMOTE | APR 2025 – PRESENT

(Previously: UX Designer | Apr 2025 – Sep 2025)

- Designed and delivered web projects using Squarespace and Webflow, including a full website redesign for MOFILM (The Brandtech Group agency) and the development of Bissell's 150th-anniversary interactive digital timeline (in progress).
- Created printed user manuals for Bissell products and developed multi-channel digital marketing assets across different campaigns.

MERU | LEAD PRODUCT DESIGNER | MEXICO, HYBRID | JAN 2022 – NOV 2024

(Previously: UX/UI Designer | Jan 2022 – Mar 2024)

- Started as a UX/UI Designer leading the transition from a multi-category B2C e-commerce platform to a B2B automotive parts marketplace. After optimising and centralising workflows previously managed by five designers, I was promoted to Lead in March 2024.
- As Lead, directed the design of five web and native app platforms under a unified design system, ensuring consistency across business verticals.
- Contributed to increasing self-service sales from **17% to 42%** within six months in 2024 as part of broad multi-team work to identify and reduce user friction.
- Together with a designer under my mentorship, redesigned the external sales ecosystem for the farmers team, consolidating four fragmented platforms into a single omnichannel tool (mobile and desktop), removing intermediaries and automating operational workflows.
- Together with another designer under my mentorship, supported the scaling of a SaaS platform for automotive parts retailers and repair workshops, growing the active client portfolio from **2 to 11** companies and evolving the product into a seller centre for a B2C automotive services marketplace.
- Managed and mentored a team of two designers, strengthening qualitative research practices across both business verticals and identifying critical friction points.

TRILCE EDICIONES | LEAD EDITORIAL DESIGNER | MEXICO CITY, MEXICO | MAY 2017 – MAR 2021

(Previously: Editorial Designer | May 2017 – Jul 2019)

- Led the conceptualisation and design of books, marketing materials, and presentations.
- Managed vendor relationships and coordinated cross-functional teams.

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

- Designed interactive museum experiences, including 22 educational games and applications, validated through user testing with children.
- Created immersive digital installations for major brands and cultural institutions.

CORE UX & HCID SKILLS:

User Research Methodologies, User-Centered Design (UCD), Interaction Design, Information Architecture, Advanced Usability Testing, Cognitive Psychology for UX, Accessibility & Inclusive Design (WCAG), Service Design, Rapid Prototyping, Contextual Inquiry, Statistical Analysis for UX, Experimental Design, Heuristic Evaluation, Participatory Design, Product Strategy, Design Systems, Ubiquitous Computing.

EDUCATION:

- 2025–2026: Human-Computer Interaction Design MSc – City St George’s, University of London
 - Dissertation Project: *Beyond Words – Designing Digital Payments for Functional Illiteracy*
- 2011–2015: Visual Communication BA – Centro de Diseño, Cine y Televisión

CERTIFICATIONS:

- 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
- More in: [linkedin.com/in/daniel-andres-vera-garcia-5b1702139/](https://www.linkedin.com/in/daniel-andres-vera-garcia-5b1702139/)

SOFTWARE & DEVELOPMENT SKILLS:

- Product Design & Prototyping (Advanced): Figma, Adobe XD, Webflow, Squarespace.
- Visual Communication (Advanced): Illustrator, Photoshop, InDesign, After Effects.
- Virtual Reality (Intermediate): Unity Engine.
- Development (Basic): HTML, CSS, React JS, Java, Spring Framework, Git version control.

LANGUAGES:

- Spanish (Native)
- English (C1)

RIGHT TO WORK IN THE UK:

LONDON-BASED (N1): I am permitted to work full-time as a year in industry is part of my course. After graduation, I will be eligible for a further 1.5 years under the Graduate Route visa, giving me a total of 2.5 years of continuous work authorisation from the start of employment.

OTHER INTERESTS:

Beyond design, I practise regenerative farming, an approach that aligns animal and plant production with natural cycles to help restore biodiversity depleted by conventional farming. I see this work as part of a broader commitment to more equitable and sustainable forms of development.