Daniela Vega

UX/UI designer | Digital change agent | Graphic Design | Social Media | Product Designer

Portfolio: www.vegadesign.es

I'm passionate about design and innovation, with a five-year university degree in Graphic Design and Advertising, a Master's in User Experience and Digital Communication, and a Digital Transformation Program at EAE Business School.

With **4 years of professional experience**, I have mainly worked in **English (C1 level)** on international projects. I'm a native Spanish speaker and also speak Italian.

I have developed strong experience in communication agencies, working closely with marketing, development, and content teams to create innovative digital products across sectors such as **SaaS, Enterprise UX, automotive, retail, and IT, among others.**

My approach covers everything from user persona analysis (**UX**) and wireframing, to user interface design (**UI**). In addition, my work includes developing visual communication strategies and advertising campaigns, analyzing the **customer journey**, and turning leads into sales, all while ensuring brand consistency and delivering meaningful impact to the target audience.

I'm looking to join teams where innovation, collaboration, and creativity are core pillars in developing exceptional solutions that create value for both users and brands.

Experience

UX Expert and Product Designer, Byrom, Barcelona

I focused on optimizing user experience and interface design for internal applications at Byrom Group, an official provider of accommodation, ticketing, and IT solutions for international sporting events, including the FIFA World Cup, Formula 1, and Madring.

- I managed complex, data-heavy B2B product, owning **UX strategy**, IA, UI design, and dev handoff. I lead the product from concept to **MVP**, combining **qualitative and quantitative research** with requirements engineering to define clear goals with stakeholders.
- I designed wireframes, prototypes, and high-fidelity UI for a UGC-based product, building a scalable **design system.**
- In the project I defined UX patterns that reduced user friction and support tickets, improving **task completion and efficiency.**
- Led usability testing and design iterations to deliver **actionable insights**, which informed the **product roadmap and feature prioritization**.

UX/UI Designer and Graphic Designer, Freelancer, Barcelona

Collaborated with companies in innovative sectors such as collaborative robotics, high-end vehicle leasing, and **SaaS platforms, designing dashboards, information architectures**, **user flows**, and scalable visual systems. I participated in user research, conducted interviews with support teams, and worked closely with development and marketing to ensure a consistent, **user-centered experience**. Projects for: Simplr, Drive Me Group, Universal Robots, Pae-ya!, and Arneis.

UX/UI Designer, Communication Agencies Neue Kommunikation and Xplore Digital, Barcelona

Worked for a German communication agency on projects focused on designing and optimizing digital experiences for tech companies, including a **SaaS platform** specialized in cybersecurity compliance. I designed and documented **responsive Design Systems**, developed **UI components** and functional animations to showcase products prior to development. Additionally, I analyzed **heatmaps and conversion flows** to improve **user experience** and increase landing page performance.

Soft skills

I am creative, empathetic, and solution-oriented, with strong skills in effective communication and teamwork, always bringing innovative and practical solutions.
I truly enjoy working as part of a team.

Contact

danileja1292@gmail.com

644 78 53 51

Linkedin: danielavegadesign

Barcelona, 08301

Education

Master: UX/UI Designer and Digital Communication 105/110.
2019-2020 Istituto d'Arte Applicata e Design (IAAD) Turin, Italy

Bachelor: Graphic Designer 4.2/5.0
2012-2017 University Jorge Tadeo Lozano

Digital Transformation Program 2024
EAE Business School, Barcelona

Courses:

Marketing Plan
Digital Marketing Strategy and Data Analytics MATARO IN INFORMATICA EMPRESARIAL S.L I AEM - Spanish Association

Fundamentals of Digital Marketing 2024 Google

Cultural Exchange Washington D.C (6 months)
International language institute

Design Thinking Training
World Youth Academy

Introduction to Design Systems
Domestika

Enterprise User Experience SHIFTA by ELISAVA.

Languages: English (C1), Spanish (native), Italian (B2)

Tools

Figma	4/5	Hotjar	3/5
Illustrator	4/5	Google Analytics	3/5
HTML/CSS	3/5	Jira	4/5
Canva	3/5	InDesign	3/5
After Effects	3/5	Wordpress	4/5
Webflow	3/5	Photoshop	4/5