



Dalia Bolton

Product & UX/UI Designer

I design products with clarity and care, where good design supports both the user and the business. I'm a creative problem solver who thinks in systems and works closely with teams to build smart, scalable solutions. I'm drawn to fast-moving environments with strong missions, where design plays a key role in driving innovation.

Contact

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Impact Highlights

- Led 2-year client engagement
- Shaped early-stage product strategy
- Introduced v0 prototyping workflow
- Simplified complex user journeys

Areas of Focus

- User Experience
- Research
- User Testing
- Wireframeing
- Prototyping
- UI Design
- Design Systems
- Dev Collaboration

Tools & Skills

- **Design & Prototyping:** Figma, Adobe Suite, Webflow, v0 prototyping
- **Dev & Handoff:** HTML/CSS, Jira
- **Collaboration:** ChatGpt, Teams, Zoom, etc.

Education

- UC Santa Crus
 - BA: Sociology & Linguistics
- Bootcamp Certificate at UT Austin

Product Designer | Basa Futura

Mar 2025 – May 2025

- Designed, built, and iterated on, new product features. These new features became a core selling point for stakeholders in demos regarding functionality within the platform.
- Built responsive, interactive prototypes using Figma to communicate ideas and test functionality with internal teams, stakeholders, and users.
- Partnered with developers to understand technical constraints early in the process and adjust designs accordingly, ensuring feasible implementation without compromising user experience.
- Led user flow and journey mapping to support product scalability.
- Introduced early-stage v0 prototyping to accelerate testing and brainstorming.

Senior UX/UI Designer | VML

Jul 2024 – Jan 2025

- Designed and launched new concepts for Ford's digital ecosystem, focusing on Integrated Services like the BlueCruise user journey. Crafted experiences that balanced vision, strategy, and real user needs.
- Worked closely with cross-functional teams, including engineering and product management, to deliver solutions from ideation to final execution.
- Successfully designed, prototyped, and launched, Lincoln Offers and Incentives page redesign.
- Evolved design thinking with new user testing for systems across the Ford site and ecosystem.

UX/UI Designer | Atiba

Oct 2021 – Jul 2024

- Led end-to-end design across multiple projects, solving complex user problems and improving overall experience. Collaborated cross-functionally and consulted throughout all phases of the design process.
- Worked cross-functionally with product managers and research teams to ensure design solutions met business goals while focusing on user-centric solutions.
- Collaborated with engineers to ensure seamless implementation of high-fidelity prototypes and scalable design systems in Figma.
- Actively iterated on designs based on user feedback and data-driven insights to drive continuous improvements.

Operations Coordinator & Customer Service Rep. | Instawork

Oct 2018 – Mar 2020

- Analyzed user feedback as a rep to identify pain points and opportunities for improving onboarding and product experiences; lead to design thinking and creative approaches.
- Stepped in when needed in various roles, collaborated with cross-functional teams including, marketing, product, engineering, sales, to seamlessly resolve conflicts.