


Dalia Bolton

Contact

 (510) 926-9121

daliabolton.com

 daliabolton@gmail.com

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Highlights

Led 4-year client relationship

Shaped early-stage product strategy & design

Implemented AI-assisted workflows

Tools/Software

Figma, Adobe Suite, Canva

Claude, Claude Code, ChatGPT, V0, Claude Design

Webflow, Framer, Squarespace, HTML/CSS

Skills

UX/UI Design

Discovery & Research

User Testing

Wireframing

AI Prototyping

Design Systems

Dev Collaboration

Education

UC Santa Cruz
Bachelor of Arts;
Sociology & Linguistics

UT Austin
UX/UI Bootcamp
Certification

UX/UI & Product Designer at Freelance

Dec 2024 - Present

Partnering with startups, agencies, and growing teams to shape product strategy, UX/UI, and interface design across web and platform experiences.

- Design and iterate on user flows, features, and scalable systems in collaboration with developers and cross-functional stakeholders.
- Integrate AI-driven workflows and prototyping tools to accelerate ideation, testing, and design iteration.
- Establish design systems and scalable UI standards to create consistency across products and support growing teams.
- Present to C-suite and client facing teams, defending designs and finding solutions.
- Support design needs across marketing, product, branding and more.

Senior UX/UI Designer at VML

Jul 2024 - Dec 2024

Designed and launched new concepts for Ford's digital ecosystem, focusing on Integrated Services like the BlueCruise user journey, while supporting Lincoln design updates.

- Collaborated with strategy to visualize updates to Ford's Build and Price model.
- 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 approach with new user testing for systems across the Ford site and ecosystem.

UX/UI Designer at Atiba

Oct 2021 - Jul 2024

Design consultant for Atiba. Led year long client engagements, working with PMs, Developers, Designers, etc, to build out web and product updates, features, and new builds.

- 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 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.
- Worked closely with clients to actively iterate on designs based on user feedback and data-driven insights to drive continuous improvements.

Operations & Support at Instawork

Oct 2018 - Mar 2020

Integrated into operations, support and product to impact brand awareness, product feedback and customer support.

- Analyzed user feedback as a support 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.