

Daniela Castro

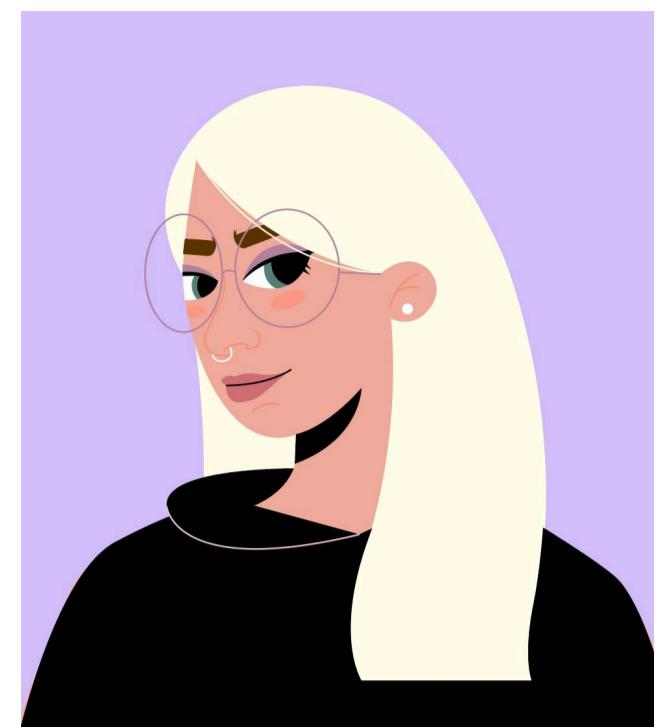
Product Designer | UX/UI | Strategy | Research | Illustration | AI

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Experience



Sirius

Senior Product Designer

March 2025 - Current



GoStudent

Senior Product Designer

May 2022 - December 2024



XXX Lutz

Senior Product Designer

April 2021 - May 2022



Carambola Design

Co-Founder

January 2018 - April 2021



Parkside Interactive

Product Designer

April 2016 - December 2018



Huli

Junior Product Designer

April 2014 - March 2016

Achievements

20+ Products launched

Web Applications, SaaS Products
Websites, Landing Pages, & Native Apps.

10+ Years building products

Ed-Tech, E-commerce, Fintech,
Healthcare, Mobility & More

Shipped RideAmigos App

Received two honorary mentions in Fast Company's Innovation by Design Awards for 2019 in the User Experience and Mobility categories.

Reduced Sales CAC

and customer waiting time from ~14h to 9m through digital transformation.

Key Skills

UX Design

User Flows, Heuristic Evaluation
Ideation, Information
Architecture, Wireframes,
Usability

Research & Strategy

User-Centered Design Approach,
Quantitative and Qualitative
Methods, Surveys, Interviews,
User-Testing

UI Design

UI, Branding, Styleguides,
Design Systems, Prototypes,
Micro-interactions, Responsive
design

Data-Driven

Experimentation, AB Testing, data
driven insights

Education & Certificates

Universidad Creativa

Bachelor's Degree in Graphic
Design
2014

BrainStation

User Experience Design
Certificate
2015

NN/g

Analytics and User Experience
Training
2021

Webflow

Webflow 101 Certification
2024