


Daniela Castro

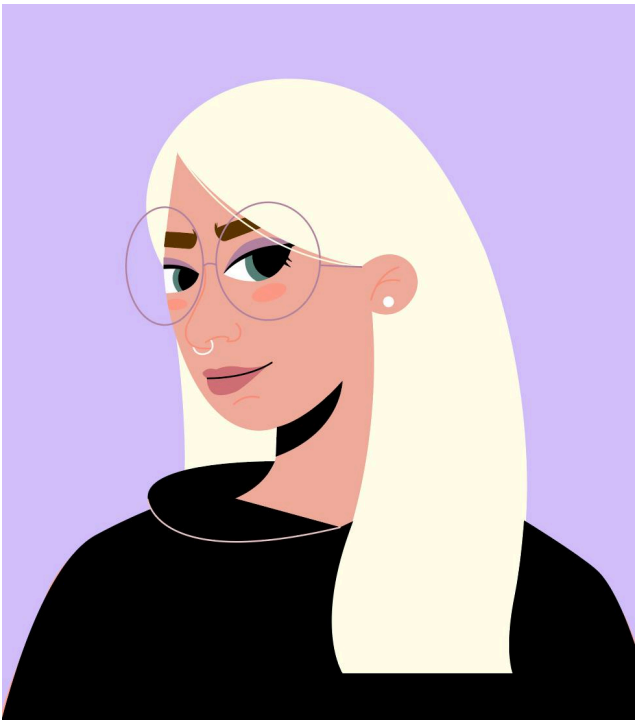
Product Designer | UX/UI | Strategy | Research | Illustration | AI

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Experience

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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

UI Design
UI, Branding, Styleguides,
Design Systems, Prototypes,
Micro-interactions, Responsive
design
- Research & Strategy**
User-Centered Design Approach,
Quantitative and Qualitative
Methods, Surveys, Interviews,
User-Testing

Data-Driven
Experimentation, AB Testing, data
driven insights

Education & Certificates

- Universidad Creativa**
Bachelor's Degree in Graphic
Design
2014

NN/g
Analytics and User Experience
Training
2021
- BrainStation**
User Experience Design
Certificate
2015

Webflow
Webflow 101 Certification
2024