

# LUIS DAZA

## PRODUCT DESIGNER

### CONTACT

**Portfolio:** ldaza.com

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**Location:** Chicago, IL

### CORE SKILLS

#### Design

- SaaS, B2B, CX, and Enterprise
- Storyboarding and User Flows
- Information Architecture (IA)
- Wireframing and Prototyping
- Email Design and Coding

#### Leadership

- Mentorship and Team Guidance
- Strategic Planning and Execution
- Project Management
- Requirements Definition and Alignment
- Design System Advocacy

#### Research

- Explorative and Evaluative Research
- Research Planning and Moderation
- AI Validation and Data-Driven Insights

#### Tools

- **Design:** Figma, Generative AI, Sketch, Adobe Creative Suite
- **Project Management:** Confluence, JIRA, Azure DevOps (ADO)
- **Whiteboarding:** Miro, MURAL, FigJam
- **Always open to learning new tools** to enhance design processes and adapt to team needs

### PROFESSIONAL SUMMARY

**Senior Product Designer with 7 years of experience** creating user-centered designs that drive business goals. Skilled in working with cross-functional teams to deliver scalable UX solutions, streamline design processes, and establish long-term patterns. **Proven track record in healthcare, retail and consumer goods**, delivering high-impact solutions that delight users and drive adoption.

### EXPERIENCE

#### Sr. UX Designer • Walgreens Boots Alliance

2021 - Present

- **Designed SaaS and Enterprise solutions** as part of a cross-functional team, enhancing inventory accuracy and delivering a streamlined user experience.
- **Spearheaded the design of 3 inventory applications** (Desktop, Mobile, and Corporate), significantly streamlining operational workflows to align with key program objectives.
- **Delivered pharmacy and user insights** to establish reusable UX patterns within the company's design system, recognizing system limitations and adapting solutions as needed.
- **Simplified language and functionality** within the inventory platform, improving ease of understanding and integration for new team members.

#### UX Designer • Walgreens Boots Alliance

2018 - 2021

- **Led design for Walgreens' Last Mile program**, a new service delivering medications to improve accessibility and customer satisfaction.
- **Developed and presented an inventory product guide**, establishing a single source of truth that improved alignment between engineering and product teams.
- **Designed user flows and visual prototypes for clinical features** in a key proof of concept, establishing the foundation for evaluating patient-medication compatibility and shaping current product standards.

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### EDUCATION

#### Degree

Bachelor of Fine Arts in Advertising Design • International Academy of Design and Technology, Chicago, IL  
2012

#### Certification

Certified UX Designer • General Assembly  
2017

### FEATURED PROJECT

#### Effective Product Transfers Between Pharmacies • Walgreens Boots Alliance

**Challenge:** Modernize a 30-year-old system for pharmacy-to-pharmacy product transfers, addressing outdated technology and a complex, inefficient transfer process that hindered usability.

**Solution:** Designed a modern, intuitive platform to streamline product transfers, addressing critical usability issues and refining in-store processes. Upgraded technology and resolved pain points, making the transfer process seamless and efficient.

**Impact:** The new platform enabled more reliable product transfers. Pharmacy staff found the updated system more intuitive and easier to use, enhancing overall satisfaction. Additionally, we developed scalable UX patterns, allowing the system to adapt seamlessly to future needs.

View details at [ldaza.com](https://ldaza.com)

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### EXPERIENCE (CONT.)

#### Sr. Digital Designer • Mirum Shopper

2017 - 2018

- Led design of user flows, wireframes, and high-fidelity assets for retailer sites, including Costco, Target, Publix, Walmart, Meijer, and 6 others, while contributing to over 50 social media campaigns, delivering impactful shopper experiences for Unilever brands.
- Collaborated with cross-functional teams—including UX, engineering, account, and creative leads—to develop digital solutions aligned with shopper trends, brand standards, and client goals, driving increased engagement and successful campaign execution.

#### Digital Designer • Mirum Shopper

2015 - 2017

- Contributed to 2 successful pitches that secured Real Techniques® and EcoTools® as major clients, expanding the agency's portfolio of high-profile brands.
- Contributed to campaign planning and asset production for high-visibility projects with lifestyle and foodie influencers, boosting audience engagement.
- Successfully transitioned from print to digital design, acquiring skills in user flow creation, wireframing, usability research, and high-fidelity digital assets for e-commerce and marketing campaigns.

#### Jr. Art Director • Upshot Agency

2013 - 2015

- Collaborated on campaigns for high-profile beverage and food brands, including Corona, Modelo, Pacifico, and Subway, creating visually compelling deliverables that aligned with each brand's identity and campaign goals.
- Assisted in overseeing project execution, partnering with brand, account, retouching, and copywriting staff to ensure quality and brand consistency across all deliverables.

#### ADDITIONAL EXPERIENCE

2006 - 2013

Digital Production Designer • Abelson Taylor, Inc.

Production Designer • Restaurants.com

Art Director • Field Trip Factory

Team Leader • U.S. Army

Customer Service Associate • Lowe's