



Contact

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Daniela Vega

Product Designer · B2B & Enterprise SaaS · UX Research · MVP Designer · Design Systems

Product Designer with 5+ years of experience specializing in complex B2B systems and enterprise back-office platforms. Led the end-to-end modernization of a 20-year legacy platform into SaaS foundations as sole designer owning **UX strategy, information architecture, design systems, and developer handoff.**

Background across 6+ industries (enterprise events, robotics, cybersecurity SaaS, IT asset management, automotive, equipment rental) and 5 countries. Turns ambiguous, high-complexity problems into scalable, documented systems with measurable business impact. **Fluent in English (C1)**

Experience

Product Designer and UX Expert, Byrom, Barcelona

Feb 2025 – Jan 2026

- Led modernization of a 20+ year legacy enterprise back-office for an event management company serving international sporting events. Solo designer with end-to-end ownership, in an Agile product trio environment.
- Reduced estimated development implementation time by approximately 1,800 hours through a scalable, token-based design system enabling multi-brand theming.
- Restructured information architecture and navigation, enabling users to locate information 2x faster than the legacy interface.
- Defined UX patterns that reduced support tickets by 40% and improved task completion efficiency by 60%.
- Ran formative and summative research with stakeholders, users, and developers using mixed quantitative/qualitative methods, breaking down cross-team assumptions and unlocking business-critical features blocked for years.

Product Designer (Freelance), Barcelona

Feb 2023 – Feb 2025

Designed dashboards, information architectures, and user flows for B2B clients across Spain, Denmark, the UK, and France, delivered in English.

- **Simplr (SaaS equipment rental):** investor-facing dashboard UX, information architecture, user flows, data visualization; UX research and workflow design for a vehicle leasing platform.
- **Universal Robots (collaborative robotics):** event materials, landing pages, UX optimization.
- **Drive Me Group (vehicle leasing):** brand identity, UX research, user workflows, product definition.

UX/UI Designer, Communication Agencies Neue Kommunikation and Xplore Digital, Barcelona

Oct 2021 – Jan 2023

- Designed landing pages for Secjur (SaaS cybersecurity) that doubled lead generation through heatmap analysis and UX optimization; built a responsive design system and UI component library.
- Built end-to-end visual identity and a 6-page e-commerce site for Flora & Fiorella (UK jewelry); handled design requests for Evernex (French IT asset management multinational).

Core Skills

- UX Research & Strategy: User & stakeholder interviews, discovery workshops, customer journey mapping, usability testing, heuristic evaluation, product discovery, MVP definition, feature prioritization
- Information Architecture & Interaction: User flows, task flows, wireframing, interactive prototyping, interaction design, accessibility fundamentals
- Design Systems & UI: Design systems, component libraries, design tokens, token architecture, responsive design, developer handoff
- Ways of Working: Agile, Scrum, product trio, cross-functional collaboration

Tools

Figma · Design Systems / Token Architecture · Jira · Hotjar · Google Analytics · HTML/CSS
· Webflow · Framer · Wix

Education

Master in UX/UI Design & Digital Communication
IAAD – Turin
2019–2020

Bachelor in Graphic Design
Universidad Jorge Tadeo Lozano
2012–2017

Digital Transformation Program
EAE Business School
2024

Certifications

- UX Research – HEC Montréal
- Enterprise UX – Elisava
- AI Prototype Workshop – Memorisely
- AI Coding Bootcamp – Memorisely
- Introduction to Design Systems – Domestika
- Design Thinking Training

Languages

Spanish – Native
English – C1
Italian – B2