

# Daniel Osuna

## Product Designer & Design Engineer

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### ABILITIES

- UX/UI
- UX Research
- AI-assisted workflows
- Web Design
- Design Principles
- Web Development
- FrontEnd Code
- No-code
- Motion Design
- Visual Identity Design
- Graphic Design

### WORK EXPERIENCE

2025-202601

**Senior UX/UI Designer // Banco Azteca – Grupo salinas**

- **Led a self-initiated UX research initiative to recover abandoned credit applications within Origenación Única.** Identifying 3 critical drop-off points and designing an advisor-facing rescue flow that targets dormant folios without requiring additional field visits.
- **Redesigned Asesor Virtual 2.0 the primary operational tool for Banco Azteca credit advisors.** Grounded in 7 research methods, delivering a restructured information architecture with client profiles, advisor home dashboard, and AI-powered guidance tips aimed at reducing pre-call preparation time per shift.
- **Authored UI components and interaction patterns for Torre de Control Design System.** Including Google Maps integration and redesigned origination flows. Adopted as the regional standard by Torre LAM (Central America), enabling multi-country scalability from a single design effort.
- **Applied compliance-aware design principles across critical credit flows** — collaborating with legal and product teams to align UX decisions with CNBV guidelines, data privacy policies, and WCAG 2.1 AA accessibility standards throughout the Origenación Única ecosystem.

2024-202502

**UX/UI Designer // DocSolutions**

Designed and developed responsive web interfaces and UI systems for enterprise software solutions — including UX/UI design for DocFlow One, a document automation and financial credit process platform. Leveraged Webflow and Elementor to deliver production-ready layouts, motion design, and custom visual assets aligned with each client's product goals.

2020-202403

**UX/UI & Web Designer // Finnovista**

Owned end-to-end design of the Finnosummit website — the company's flagship annual event — from UX research (surveys, interviews, field research) through launch, using Webflow. Maintained the visual identity system for both Finnosummit and Finnovista.vc across 4 years.

2019-202004

**Multimedia Designer (UX Support) // Weex-Mibo**

- Produced audiovisual content to create advertising and brand awareness materials, aligning with the company's marketing goals.
- Designed and animated motion graphics for promotional campaigns across digital platforms.
- Developed in-app animations to enhance the user experience and reinforce brand identity.
- Collaborated with marketing and product teams to ensure creative consistency and timely delivery of visual assets.

### EDUCATION & ESPECIALIZATION

Bachelor's Degree in Software Development // ULA - Universidad Latinoamericana01

Frontend Development Carrer (React) // Coderhouse02

Graphic & Branding Designer // SuperHi04

Motion Design Bootcamp // School of Motion03

Bachelor's degree in social communication // Yacambu University05

### SOFTWARE & TECHNOLOGIES

 Figma

 Maze

 Hotjar

 Claude

 LottieFiles

 Webflow

 Framer

 HTML

 CSS

 Javascript

 React

 Git & Github

 Premiere Pro

 After Effects

 Illustrator

 Photoshop

### LANGUAGES

 Spanish: Native

 English: Proficient