

Daniel Osuna

Product Designer & Design Engineer

 web: **dano.mx**

 email: **dan.osuna227@gmail.com**

ABILITIES

- UX/UI
- UX Research
- AI-assisted workflows
- Web Design
- Design Principles
- Web Development
- FrontEnd Code
- Motion UI Design
- Visual Identity Design
- Graphic Design

WORK EXPERIENCE

2025-202601

Senior UX/UI Designer // Banco Azteca

- 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.
- Products designed 0→1: BazMeet video-call app for Banco Azteca advisors · Incident Tracker turns incident folios into trackable, followed-up cases

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