

# Luis Fernando Daza

## Product Designer

### Contact

**Portfolio:** ldaza.com

**Phone:** (224) 237-2887

**Email:** ldaza1988@Gmail.com

**LinkedIn:** <https://www.linkedin.com/in/luis-fernando-daza/>

**Location:** Chicago, IL

### Core skills

#### Design

- SaaS, B2B, CX, and Enterprise
- Storyboarding and User Flow
- Information Architecture (IA)
- Wireframing and Prototyping
- HTML and CSS

#### Leadership

- Mentorship and Team Guidance
- Strategic Planning and Execution
- 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, Framer, 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

**Product Designer with 8 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

- **Lead the design of inventory applications (Desktop, Mobile, and Corporate)**, enabling operational workflows for over 40,000 team members across 9,000 stores.
- **Delivered pharmacy and user insights** to establish reusable UX patterns within the company's design system, recognizing system limitations and escalating 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.

#### 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 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.

# Luis Fernando Daza

## Product Designer

### Contact

**Portfolio:** [ldaza.com](http://ldaza.com)

**Phone:** (224) 237-2887

**Email:** [ldaza1988@gmail.com](mailto:ldaza1988@gmail.com)

**LinkedIn:** <https://www.linkedin.com/in/luis-fernando-daza/>

**Location:** Chicago, IL

### Education

#### Degree

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

#### Certification

- **Certified UX Designer • General Assembly, Chicago, IL**  
2017
- **Digital Accessibility • deque, Deerfield, IL**  
2018

### 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. **View details at [ldaza.com](http://ldaza.com)**

### Experience (Cont.)

#### 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 2010 - 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