



Daniela João

Product Designer • Glasgow, Scotland ❤️



Senior product designer with a knack for turning tangled, inherited products into clean, scalable ones. Equal parts systems thinker and interface obsessive, happiest making complicated software feel effortless.

Experience

Product Designer • ParentPay Group

Remote, UK • Nov '22 - Present

Main designer for the school-to-parent messaging platform, working across two cross-functional teams, and a core contributor to a multi-brand design system spanning four brands.

- Merging four fragmented messaging systems into a single platform, so schools work in one place instead of four.
- Built and maintained a Figma component library from scratch across five brands, cutting design debt and keeping web and mobile consistent.

UX/UI Designer • ParentPay Group

Worthing, UK • Sep 2016 - Nov '22

First and sole designer on a previously design-less team, establishing the UX/UI function from scratch across a broad school software suite (payments, catering, clubs, messaging, reporting), context-switching between multiple product areas and two teams.

- Set up the team's design foundations from zero: processes, component libraries and cross-platform patterns still in use today.
- Led hands-on design across web and mobile, building production-ready interfaces and streamlining developer hand-off.

UI/UX Designer • MySign

Nancy, France • Aug 2015 - April 2016

Owned the UX/UI process end to end, working closely with business, marketing and development teams.

- Typography, layout, wire framing and prototyping across web and mobile, aligning design with brand and marketing.

Web & Graphic Designer • IPSantarém

Santarém, Portugal • Feb 2014 - Sep 2014

Communication and brand design: promotional materials built to brand guidelines to attract prospective students.

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Education

Communication Design

Master's degree

Faculty of Architecture of Lisbon, Portugal

Design Multimedia

Bachelor's degree

Polytechnic Institute of Santarém, Portugal

Skills & Tools

UX/UI design

Visual design

Interaction design

Mobile app design

Wireframing

Prototyping

Design systems

Information architecture

Figma

Figma Make

Framer

User research

User interviews

Usability testing

A/B testing

Data-informed design

Accessibility

Workshop facilitation

Agile

Lovable

Dovetail

Lucid

Extra tidbits



Game-over generator



All trinkets collector



Lover of the outdoors



Plant & cats parent



Part-time healthy



Smiley ink fan