Hello, I'm Danel Roldan, a Sr. UX/UI Product Designer

With over ten years of experience in user-centered design and managing UX Design teams. I have led end-to-end development for applications, Web Content Accessibility Guidelines (WCAG) websites, and mobile apps for various clients, including Fortune 500 companies, startups, B2B, B2C, SaaS, and enterprise software. My expertise lies in design systems, UX/UI, Web Design, and Agile Methodology. I have a strong inclination for systems thinking and data-informed design.

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Environment Onsite / Remote / Hybrid

EXPERIENCE

Sr. Product Designer Lead   Jan. 2022 – Dec. 2023

BJSS/SPARK | New York City, NY
UK-based Strategic Design Consultancy known for unique delivery expertise. Engaged by Freddie Mac to support loan acquisition and fulfillment by creating regulatory apps/digital.

- Designed a cash tracking application Using Figma prototypes for testing and requirements gathering. After its release, the application optimized the funds-collecting process and was projected to save $25million annually in fees and expenses.
- Accelerated/increased efficiency by 75%, reduced design debt by 25%, and facilitated team communication using Figma's auto layout, variables, prototyping, and component library features to create a design system for use across departments.
- Accomplished driving the adoption of user-centered design, design thinking, and user research, highlighting their effectiveness in problem clarification and requirements gathering that saved 30% more time on project planning sprints. Senior leadership recognized their value, leading to a push for these practices to become a standard for project kickoffs that grew across the company.
- Achieved and cultivated a culture of cross-functional collaboration using Miro to house team findings and thoughts with design, engineering, and business teams to analyze user research findings comprehensively. Identified key product features, and developed low-fidelity prototypes for usability testing, information distillation, and stakeholder presentations While building and maintaining good relationships with stakeholders.

Design Tools Figma, Sketch, Notion, Invision, Zeplin, CSS, Storybook.js.

Sr. Product Designer Manager   Jan. 2020 – Jan. 2022

Cognizant | Washington DC, VA
US multinational information technology services and consulting company. Consulted at Wells Fargo, Toyota/Lexus, Kaiser Permanente, and UPS Capital.

- Improved and expanded customer experience by creating design systems, enhancing interaction design, and streamlining and optimizing information architecture.
- Mentored eight cross-disciplinary teams, maximized collaboration, minimized miscommunication, and educated them on UX best practices, resulting in a culture shift in requirements gathering across departments through the use of Design Thinking workshops. Initiated conversations to ensure designers are informed about relevant project information by asking other people.
- Crafted visually compelling interfaces for Web Content Accessibility Guidelines (WCAG) websites and mobile applications, aligning closely with stakeholder expectations. To inform design decisions, utilized analytics, A/B testing, interviews, surveys, and user feedback. Conducted iterative testing throughout the product life cycle to enhance user experience.
- Administered and product audits on internal sites, utilizing the Salesforce Lightning Design System for customer support sections (FAQ, Case Filing, Customer Claims Portal) and external customer-facing Web Content Accessibility Guidelines (WCAG) web applications (Brand Website) for Wells Fargo, Lexus, Toyota, and UPS Capital. Identified and rectified inconsistencies in design systems, interaction models, information architecture, and content structure.

Design Tools Figma, Notion, SalesForce, Zeplin, CSS, Storybook.js, Material Design System (MUI).

Sr. Product Designer Lead   Mar. 2017 – Oct. 2019

Activu | Rockway, NJ
U.S.-based company offers solutions to improve collaboration in critical operations across 1,300 control rooms. Led the crafting and strategy of a greenfield solution for crises, traffic management, and 911 centers.

- Eliminated the existing company products and released and produced the flagship product, the Vis|ability platform, which generated $40 million in revenue in its first year

EDUCATION

Full Stack Web Dev.
Rutgers — NYC, NY (Cert.) 2018 – 2019

User Experience Design I
NYU — NYC, NY (Cert.) 2016 – 2017

User Experience Design II
NYU — NYC, NY (Cert.) 2016 – 2017

User Visual Design for UX
NYU — NYC, NY (Cert.) 2016 – 2017

Graphic Design
(FIT) Fashion Institute of Technology — NYC, NY (BA) 2008 – 2012

SKILLS

DESIGN SKILLS
+ Craft
Technical Design Skills
Execution
+ Visual Design
UI Design
Typography
Color theory
Iconography
Layout, Visual Hierarchy, & Composition
Motion
Grid System & Composition
+ UX Design
Interaction Design (IxD)
Prototyping
User Research
Design Patterns
Defining Problems
Informational Architecture (IA)
Web Content Accessibility Guidelines (WCAG)
Technical Limitations
+ Tools & Design Process
Toolkit & Techniques
Using the Right Tools
Using Tools Efficiently
Optimizing Design Processes
Being Aware Of New Tools & Design Processes
Creating, Maintaining & Using Design Systems
Being Aware Of Technical Limitations
+ Communication
Presenting
Providing The Relevant & Wider Context
Articulating The Rationale For Decisions
Adjusting Presentations Based On The Audience
+ Feedback
Providing Feedback
Receiving Feedback

and $21 million annually in subsequent years.

- Decreased time on task by using Sketch App to help build accessible, scalable design systems for cybersecurity teams to enforce consistency and standards across the product line. I have worked with developers to codify the elements to a GitHub repository to centralize the code base, reduce rework, and standardize product creation. New standards governance workflow reduced the implementation/development time of new features to the base product by 50%.
- Conceptualized and designed a comprehensive 0-to-1 solution for integrated B2B desktop, mobile (iOS/Android), and web SaaS platforms. Conducted user interviews, developed personas, and crafted user flows. Presented findings to stakeholders, informing the development of crisis communication applications for control rooms and event-driven software deployed across thousands of control rooms in diverse industries.
- Executed a strategic rollout plan, engaging Control Room Commanders to grasp their daily operational requirements and propose platform enhancements. Spearheaded product feature releases, overseeing implementation in mission-critical settings. Conducted rigorous three-month testing with redundant systems to ensure operational accuracy in life-critical scenarios.

Design Tools Figma, Notion, Sketch App, Invision, Zeplin, HTML & CSS.

Product Designer Lead   Dec. 2016 – Feb. 2017

SquarePeg | New York City, NY
An AI-powered recruiting platform that helps high-growth companies source and recruit the right talent. Developed a Hiring Platform using AI to match job seekers with companies based on skills and cultural fit.

- Headed the end-to-end design process, including Miro boards for user research, and provided high-fidelity Figma prototypes, usability testing, and iterative improvements, achieving an 85% participant agreement on platform effectiveness in alleviating job search challenges. Designed a Hiring Platform using AI to match job seekers with companies based on skills and cultural fit.
- Added and crafted design systems using Figma, defining color, iconography, typography, interaction design, UI design, and UX design. Applied this across all marketing, ad campaigns, and candidate/company reports.
- Introduced Design Thinking Workshops using Figma and FigJam to collaborate with developers for web standards-compliant designs. Created responsive designs for desktop, (iOS) iPad, and iPhone; established style guides and branding guidelines for brand consistency. And developed specifications, documentation, and design systems for the efficient onboarding of new developers.
- Conducted qualitative and quantitative analysis, including user interviews, to develop personas and user stories, and measured the impact of products. I maintained continuous communication with users to introduce new features based on their actual needs and ensured that all project stakeholders were informed with the right amount of information in a timely manner.

Design Tools Sketch, Figma Invision, HTML & CSS

Product Designer Lead   Mar. 2016 – Nov. 2016

Credit Suisse | New York City, NY
One of the leading institutions in private banking and asset management, with solid expertise in investment banking. Created regulatory-compliant web, tablet, mobile, and desktop applications.

- Authored and designed a regulatory standards-compliant suite of apps using the SalesForce Lighting Design System for internal applications and created a design system for external customer-facing products to be used by Sales Traders and Senior Executives for The Web, iPad, and iPhone platforms.
- Designed an application to centralize Junior Bankers' deal preferences and Senior Bankers' candidate preferences, leading to a 75% increase in team assembly efficiency for sales and trade deals. Reduced team assembly time from one month to one week by streamlining the process through the app, which gathers Junior Bankers' desired deals and Senior Bankers' candidate requirements.
- Developed style guides and specification documents for iOS, Android, and web applications, ensuring brand consistency. Used Sketch App to create wireframes, high-fidelity (HI-FI), and low-fidelity (LO-FI) designs, as well as product logos branding elements and Dashboard Designs.
- Coordinated and facilitated weekly meetings, workshops, and remote presentations to advocate for the significance of UX/UI design within the enterprise. Educated team members on industry best practices and standards. Utilized qualitative and quantitative analysis to assess product impact. Conducted user interviews to inform the creation of personas and user stories. Conducted iterative user testing of prototypes across the product life cycle.

+ Written & Oral Communication
Communicating Clearly & Being Considerate Of The Recipient
Communicating Efficiently, Focusing On What's Important
+ Collaboration
Creating Strong Relationships
+ Stakeholder Management
+ Interpersonal Skills
Being Emotionally Intelligent
Being Self-Aware
Listening Actively
Treating Others With Respect & Consideration
+ Ownership
Responsibility
Accountability
+ Shipping
Efficiency
Progress
Delivery
Iteration
Getting Things Done
Setting & Following Estimations & Deadlines
Delegating Work When Appropriate
Balancing Speed & Quality
General Output
+ Independence
Dealing With Ambiguity
Initiating Work
Autonomy
+ Strategy
Understanding Business
Product Strategy
Following, Contributing To, & Forming The Company's Vision
Understanding The Business's Needs & Objectives
Knowing How To Translate All Of The Above To Design
+ Mentorship
Teaching Others
Identifying Opportunities To Help Team Members Grow
Offering & Initiating Guidance
Teaching & Transferring Your Knowledge Effectively
+ Leadership
Attract, Retain, Manage & Grow Talent
Managing Other People
+ Hiring
Attracting Talent
Recruiting Candidates Successfully
+ People & Work Management
Retaining Employees
Contributing To & Leading Organizational Design
Managing Day-To-Day Workload, Priorities, & Delegation
Creating Processes
Inspiring The Team
Rewarding And Recognizing Team Members
Managing Underperformance & Firing People Where Necessary
+ Community
Culture
Advocacy

Design Tools Sketch, Figma, Avacode, Ceros, Principle, HTML & CSS.

UX/UI Designer Lead   Jan. 2015 – Feb. 2016
Viacom | New York City, NY
A media company that owns radio and TV stations, cable systems, and pay-TV services.
Designed websites, gif animations, ad campaigns, illustrations to increase customer retention.

- Implemented designed mini-sites, and marketing Web Content Accessibility Guidelines (WCAG) websites, and created GIF animations for ad campaigns, resulting in a 35% increase in customer retention for the company's channels and services.
- Boosted and streamlined presentation creation for internal teams by 65% by creating a toolkit for PowerPoint and Web Content Accessibility Guidelines (WCAG) website templates that became more robust with the ongoing contributions from team members across the company.
- Accomplished daily tasks 20% faster than coworkers and was able to take on additional projects for supervisor in time gained.
- Conducted stakeholder meetings and held remote talks with team members and cross-regional stakeholders on the value of UX/UI design for the enterprise. Educated team members on UX/UI best practices and standards and the value of Design Thinking and User-Centered Design.

Design Tools Figma, Sketch, Adobe XD, Avacode, Ceros, Principle, Proto IO, HTML & CSS.

UX/UI Designer Lead   Oct. 2014 – Dec. 2014
One World Consulting | New York City, NY
A global organization specializing in talent acquisition and career services for US professionals.
Made an app that broke down complex drug treatments into simple terms for doctors & patients.

- Produced a Pharma healthcare app showcased at medical trade shows, to clarify drug benefits/side effects for medical providers key features of the application were Dashboard Designs, Data Visualization, and Info Graphics to facilitate information understanding.
- Organized the project's requirements, assessed the technological constraints, and pushed for innovation, ensuring the designs and end product were relevant and usable the success of the project hinged on these early assessments.
- Created user journeys, flow charts, and wireframes for a pharmaceutical healthcare app used at medical trade shows, explaining drug benefits/side effects and assisting medical providers in making informed decisions.
- Implemented Web Content Accessibility Guidelines (WCAG) website template toolkit to standardize presentation elements and expedite the creation of presentations for internal team members by 45%. Internal team members continued to add to the kit making the creation of tradeshow collateral easier to create as library asset grow.

Design Tools Illustrator, Photoshop, Sketch, Adobe XD, Avacode, Proto IO, HTML & CSS.

UX/UI Designer Lead   Oct. 2010 – Oct. 2014
OTG Management | New York City, NY
Food & beverage operator with over 350 locations across 11 airports. I developed apps for Point Of Purchase (POP), Point Of Sale (POS), Quick Serve Restaurant (QSR), Kitchen Display Systems (KDS), and Server Prompt System (SPS).

- Exceeded expectations generated $600 million in revenue with the flagship The Concierge Application, contributing to OTG's $1 billion total revenue. It exceeded KPIs by creating new revenue streams and strategic partnerships while being aware of the external business context, i.e., the market, competition, & industry.
- Worked with the Chief Marketing Officer to change and establish partnerships with NY Times, Travelocity, AMEX, Mastercard, and Starbucks to generate new revenue through product placement and Ads targeting airport travelers. Being aware of the internal business context, i.e., organizational structure, department incentives, revenue streams, customer acquisition, and roadmap expansion. The marketing to made a minimum of $10 million a year on Ad space sold on terminal (iOS) iPads.
- Devised the training of 15 employees to streamline production workflow, reducing application development time by 50%. Implemented a design system and dynamic parameters, increasing efficiency by 85%. These parameters automatically adjust branding elements and ads based on terminal IP addresses, optimizing content for iPads in terminal spaces.
- Conceived and delivered while co-developing on (iOS) iPad and iPhone applications for several in-house businesses Designed UI elements for top airlines: United Airlines, American Airlines, JetBlue Airlines, Southwest Airlines, and Spirit Airlines while using brand design systems and creating supplementary elements while staying within brand.

Design Tools Illustrator, Photoshop, Sketch, HTML & CSS Justinmind.

Communicating Design
+ UI Design
User Interface Design (UID)
User Experience Design (UXD)
User-Centered (UCD)
Wire-Framing
Design Thinking
Design Systems
User-Centered Design (UCD)
User Experience Research (UXR)
Moderated Usability Testing (UT)
Unmoderated Usability Testing (UT)
Informational Interviewing
Product Marketing
Illustration & Sketching
Style Guides
Storyboarding
Data Visualization
Dashboard Design
Product Strategy
+ Tools & Software
Figma, FigJam, Autolayout, & Jambot
UXPin
Justinmind
Sketch App
Miro
Adobe Suite
WordPress
Web Design HTML/CSS
+ Research Skills
Market Research
Product Roadmap
Competitor Analysis
Requirements Analysis
User Stories
User Flows
Persona Generation
User Journeys
User Testing
User Interviews
System Audits
User Surveys
Data Analysis
Project Management
Agile Methodologies
Scrum
Kanban
Product Lifecycle Management
Jira, Trello, Asana
Requirements Gathering
Design thinking Workshops
Stakeholder Playback Sessions
Industry Knowledge
Business-To-Business (B2B)
Business-To-Consumer (B2C)
Software As A Service (SaaS)
Peer-To-Peer (P2P)
E-Commerce
SOFT SKILLS
Team Collaboration
Improving The Team
Empathy
Problem-Solving
Adaptability
Time Management
+ Language Skills
Fluent In Spanish
+ Operating Systems Skills
Mac OS, Windows, iOS, Android