

Daniela Coiset

PRODUCT DESIGNER

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DORSIA | Sr Product Designer - Miami, FL

JAN 2025 - PRESENT

- Led end-to-end product design for member-facing and internal experiences, improving conversion and engagement across key workflows.
- Designed AI-powered personalization features that adapted recommendations and content based on user attributes and behavioral signals.
- Rebuilt onboarding, membership, and subscription experiences with scalable logic and clearer system patterns, increasing new member conversions by 28%.
- Collaborated with engineering, product, and data teams to translate business needs into intuitive, high-quality solutions with long-term platform scalability.

META | Sr Product Designer - New York, NY

DEC 2021 - JAN 2025

- Designed complex, data-driven workflows for AI-enhanced recruiting tools used across Meta's global hiring ecosystem, improving efficiency and decision-making for cross-functional teams.
- Defined UX strategy and system-level patterns for filtering, classification, and workflow management across millions of data points.
- Partnered with research, engineering, and analytics teams to align product vision, technical constraints, and user needs at scale.
- Contributed to design systems, interaction models, and cross-product frameworks ensuring consistency, clarity, and high-quality delivery.

MOTTO | Sr Product Designer - New York, NY

AUG 2020 - DEC 2021

- Designed a **0→1 platform** for the queer community with Joel Simkhai (Grindr founder), establishing early product strategy, flows, and interaction patterns.
- Built and scaled a unified design system that improved design consistency and accelerated development velocity.

SKILLS

Product & UX Design

Product Strategy · Workflow Design · Systems Thinking · Complex Logic · Information Architecture · Interaction Design · Personalization · User Journeys · Design Systems · Prototyping · UX Research · Usability Testing · Cross-Platform UX · End-to-End Product Design

AI, Data & Platform Skills

AI-Driven Experiences · Attribute/Behavior Logic · Data-Driven UX · Segmentation Concepts · Rule-Based Flows · Filtering Frameworks · Internal Tools Design

AI, Data & Platform Skills

Figma · Adobe CC · Principle · FigJam · UserTesting · Notion

EDUCATION

Spilimbergo Art University

2004 - 2008 | Argentina

Graphic Design & Advertising

La Metro Design Institute

2009 - 2012 | Argentina

Human-Computer Interaction

General Assembly

User Research

Product Management

- Partnered with research, branding, engineering, and product to deliver a cohesive, insight-driven experience from concept to launch.

GLOBANT | UX Designer - Argentina - San Francisco, CA

MAR 2013 - AUG 2017

Clients included: Disney, eBay, LATAM Airlines, Scotiabank, Autodesk, Salesforce, Pernod Ricard, NBC Universal, TDAmeritrade.

- Designed and optimized enterprise B2B and B2C platforms with complex workflows, large data sets, and multi-step journeys.
- Improved usability and conversion across digital ecosystems by clarifying information architecture, interaction flows, and user decision pathways.
- Collaborated with global engineering and product teams to deliver scalable, high-quality digital experiences.

BRANDDIGITAL | Visual Designer - Argentina

MAR 2013 - AUG 2017

Clients included: Carlsberg, Nike, Santander, Nissan, Avon, Universal Studios.

- Created high-impact digital campaigns and interactive experiences blending visual storytelling, user research, and brand strategy.

Interaction Design Foundation

Design Thinking

Psychology of Ecommerce

UX Management

Pr Adoption & Appropriation

Emotional Design

Creative AI

LANGUAGES

Spanish

English

Italian