

# Daniela Coiset

Senior Product Designer

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## **DORSIA** | Lead Product Designer - 2025–Present (Contract)

- Led end-to-end redesign of onboarding and subscription flows, increasing new member subscriptions by 28% in 3 months.
- Designed and prototyped an AI-powered concierge experience personalizing restaurant and event recommendations, improving engagement and perceived exclusivity.
- Partnered closely with PM, engineering and leadership to prioritize design work under accelerated timelines.
- Provided mentorship to junior designers and interns.

## **META** | Senior Product Designer - 2021-2024

- PD for RX within Meta's internal tools organization, supporting both candidate-facing and internal recruiting products.
- Led design for AI-driven recruiting platforms supporting Recruiters, Sourcers and Employees across the hiring lifecycle.
- Designed end-to-end experiences for candidate portals, custom ATS/CRM systems, interview facilitation tools and employee engagement programs.
- Translated complex recruiting workflows into clear, scalable interaction models in close partnership with product, engineering, research and data science.
- Promoted based on performance and impact across complex, cross-functional product initiatives.

## **MOTTO** | Lead Product Designer - 2020-2021

- Designed a 0-to-1 dating application for the queer community in collaboration with Joel Simkhai (Founder of Grindr).
- Shaped product vision, interaction patterns and go-to-market strategy from concept to launch.
- Built and scaled a unified design system, increasing consistency and speed across teams.
- Collaborated with research, branding and engineering to deliver an inclusive, emotionally resonant product.

## **NARANJA** | Senior Product Designer - 2019-2020

- Member of founding design team during Naranja X's digital transformation into a fully digital wallet and neobank.
- Designed end-to-end consumer banking experiences across mobile and web, delivering financial systems supporting payments, transfers, cards and flexible financing.
- Partnered with cross-functional teams to build a unified design system.

## **GLOBANT** | UX-Interaction Designer - 2014-2019

- Delivered UX and interaction design for large-scale B2B and B2C platforms across clients such as Disney, eBay, Salesforce, LAN Airlines, NBC Universal, SAB Miller, Scotiabank and Lending Club.
- Designed complex workflows and digital ecosystems used by millions of users globally.
- Worked with multidisciplinary teams to improve usability, conversion and system scalability.

## **eBay** | UX-Interaction Designer (via Globant - 18 month engagement)

- Improved existing user journeys, identifying friction points and optimizing discovery, listing, and local transaction flows for local buy & sell mobile app and web experience.
- Designed cross-platform experiences supporting location-based browsing, radius-based search, and category navigation.

## **BRANDIGITAL** | Visual Designer - 2012 - 2014

- Created visually rich digital campaigns for global brands including Nike, Santander, Universal Studios, and Nissan.
- Supported and coordinated design execution for Avon, maintaining consistency across platforms and evolving campaign cycles.

## **CORE SKILLS**

Product Design (End-to-End) · Interaction & UX Design · Visual & UI Systems · Strategic Product · ThinkingDesign for AI-powered Experiences · 0-to-1 Product Development · Design Systems · User Research & Usability Testing · Prototyping (Low to High Fidelity) · Executive & XFN Communication · Mentorship & Design Critique

## **EDUCATION**

**Spilimbergo University** - Graphic Design & Advertising

**La Metro** - Human-Computer Interaction

**General Assembly** - User Research · Product Management

**Interaction Design Foundation** - Emotional Design · Design Thinking · UX Management · Creative AI

## **LANGUAGES**

Spanish (native), English, Italian