

Daniela Coiset

PRODUCT DESIGNER

www.danicoiset.com (pass: Danico03)

925.510.1847

New York, NY

SKILLS

Product Design
User Experience Design
UI Design
Interactive Design
Information Architecture
Design Thinking
User Research
Usability Testing
Storyboarding
User Journey
Sketching
Wireframing
Prototyping

TOOLS

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Principle
Invision

EDUCATION

Spilimbergo Art University

2004 - 2008 | Argentina

Graphic Design and Advertising

La Metro Design Institute

2009 - 2012 | Argentina

Human-Computer Interaction

General Assembly

2019 | User Research | SF, CA

2020 | Pr Management | NY, NY

Interaction Design Foundation

Design Thinking
Psicology of Ecommerce
UX Management
Pr Adoption and Appropriation
Emotional Design

LANGUAGE

Spanish, Native Speaker

English, Fluent

MOTTO (App to be launched 11/2021), Lead Product Designer

Aug 2020 - Present | New York, NY

Joel Simkhai (Grindr founder) new dating app targeting the queer community.

Worked closely with the founder and product manager in MVP definition, product specification and strategy based on research team findings.
Turned business requirements and market research into user-centered designs, workflows, wireframes, hi-fidelity mockups and prototypes.
Worked in collaboration with branding, marketing, research and development teams as the app moved from building stage into launch.
Lead the creation and definition of the app UI and first iteration of Design System.

NARANJA, Sr Product Designer

Aug 2017 - Sep 2019 | Argentina

Took part in Naranja digital transformation. Worked on creating end-to-end digital product experiences, contributed on defining product vision and strategy with the product team. Lead Naranja-HBO GO partnership design team. Took part in Naranja Design System creation.

Globant, Sr UX Designer

Mar 2013 - Aug 2017 | Argentina - San Francisco, CA

Accounts: Disney, Ebay, LATAM Airlines, Pernod Ricard, NBC Universal, Scotiabank, SAB Miller, Autodesk, American Petroleum Institute, Salesforce, Bally, TDA Ameritrade and DirecTV.

Worked collaboratively with multidisciplinary teams. Solved layout and user flow challenges, by creating user-centered design solutions considering business requirements, market analysis, and usability findings.

BRANDDIGITAL, UX + Visual Designer

Oct 2011 - Mar 2013 | Argentina

Accounts: Topline, Carlsberg, Nike, Avon, Santander, etc.

Turned high level product requirements into workflows and designs. Collaborated with other designers, paid special attention in ensuring consistency in every design solution.

WIDEGROP INTERACTIVE, Visual Designer

Nov 2008 - Oct 2011 | Argentina

Accounts: Carl's Jr., Universal Studios, Olé Henriksen, Nissan, etc.

Worked creating pixel perfect designs, visual elements and design patterns. Paid special attention to detail and overall look and feel of the visual experience.