

# Daniel Fajardo

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## PRODUCT DESIGNER SUMMARY

- Product Designer with 5+ years of experience in Figma, interaction design, and over 10 years of experience in visual design. UX designed 20+ online platforms with responsive design for desktop, tablet, iOS, and Android.
- Overhauled the [Design System and UI Library](#) from the ground up for a Fortune 500 company, serving as a single source of truth for 12+ product teams, and incorporated design consistency across 11 online portals.
- Crafted the brand guidelines for a fermented drink business and e-Commerce platform end-to-end with a user experience and user interface modernization that increased user engagement and conversion sales rate by 27%.

## RELEVANT EXPERIENCE

### Contract Product Designer

03/24 – Present

#### Baylor Scott & White Health and more

- Delivered user-centered designs for user and business needs for Baylor Scott & White Health, ModularOne, Banyan Logistics, JustJam, and more in Figma.

### UI/UX Designer

02/23 – 02/24

#### Ameren, St. Louis MO (Remote)

- Executed interface design concepts for B2B and B2C scalable platforms with mockups, wireframes, prototyping, typography and layout designs within the product teams' department for a top energy generation company.
- Engaged in cross-functional collaboration with the software development team to modernize the B2C [online bill payment portal](#) for aiding user accessibility with age range 18-75 and reduce support center calls by 22%.
- Synergized in Agile 2-week sprint cycles with the product owner and BAs to incorporate user feedback metrics and feasible design for platforms such as Community Solar that grew enrollment by 18%.

### Product Designer

04/20 – 01/23

#### Kraken Kefir, Dallas TX

- Conducted research and product design tasks, such as digital brand development and revamping the eCommerce website user interface and user experience for the creative department of a brewing company.
- Reduced accessibility issues on the web platform with color theory and by implementing WCAG 2.0/2.1/2.2 AA/AAA guidelines and best practices to aid product purchases.
- Facilitated market research and a competitive analysis compared to in-market competitors to help foresee online store design and UX strategy gaps, which improved the e-commerce conversion sales rate by 27%.

### Learning Experience Designer

08/17 – 03/20

#### Pioneer Natural Resources, Irving TX

- Developed over 40 employee training eLearning motion design modules to upskill over 2,000 employees for improving onsite oil production, safety, and work behavior in the Petroleum industry.

## EDUCATION

Bachelor of Arts, Arts and Technology – Focus in Visual Design and Motion Design  
The University of Texas at Dallas

08/10 - 12/14

## TECHNICAL SKILLS

FIGMA | ADOBE XD | SKETCH | INVISION | MIRO | HTML & CSS  
WCAG | JIRA | CONFLUENCE | AGILE METHODOLOGY | MOTION DESIGN | ANIMATION | 3D  
ADOBE CREATIVE SUITE | AFTER EFFECTS | PREMIERE | ILLUSTRATOR | PHOTOSHOP | INDESIGN