

Daniel Leal

UX/UI designer with 7 years of experience

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📍 Baja California, Mexico

Experience

Catarsis Multimedia

Senior Product Designer

April 2025 - Present

- Build and maintain design systems that support responsive design.
- Create user personas
- Analyze and break down requiriments into timely deliveries.
- Design and define main user flows and edge cases.
- Generate low and high fidelity prototypes.
- Create graphics, animations and video assets.

Sales-Hub

UX/UI & Motion Graphics Designer

October 2023 - April 2025

- Improvement of existing enrollment flows and landing pages for better user experience and accessibility.
- Design landing pages and enrollment flows for leading U.S. companies within the telecommunications and financial sector.
- Design QA for new releases and improvements.
- UX/UI and email design
- User session recording analysis to understand behaviors and detect pain points.
- Creation of captivating advertising and informative videos optimized for social media.

SRAX

Product Designer

November 2021 - June 2023

- Lead designer for product redesign.
- Improvement and maintenance of different products in the same ecosystem.
- Creation and maintenance of a design system to work across different products from the same ecosystem.
- Coordinate with cross-functional teams to align on timelines and deliverables, ensuring successful on-time project completion.

docDigitales

UX Engineer Lead

February 2021 - November 2021

- Planning of improvements, new features and products to increase the value of the docDigitales ecosystem.

UX Engineer & Graphic Designer

December 2018 - February 2021

- Improvement of outdated features.
- Redesign of websites and web applications.
- Design of landing pages and emails.
- Front-end programming of websites, blogs and web applications.

Freelance

UX Engineer

November 2018 - November 2019

- Development of websites and web applications.

Taro Films

Cameraman & Video Editor

January 2017 - January 2019

- Production of advertisements and event videos.

CEID - CETYS Universidad

Graphic Designer

February 2017 - January 2018

- Branding for state and international events and educational organizations.
- Design of internal communication materials.

Skills

Journey mapping • Wireframing • Design systems • Prototyping • UX research • Design Thinking • Email design • Motion graphics • Branding

Software/Technologies

Figma • Sketch • Microsoft Clarity • Adobe Creative Suite • Stripo • beefree • Jira • Zeplin • HTML • CSS • Wordpress • Microsoft 365

Languages

Native Spanish • Advanced English

Education

CETYS Universidad

2014 - 2018

Degree in Digital Graphic Design Engineering