

Daniel Rojas

LEAD PRODUCT DESIGNER

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SUMMARY

Lead Product Designer with 17 years of overall design experience and 8 years specializing in complex B2B SaaS platforms. I own product areas end-to-end: defining the problem, setting design direction, and shipping polished experiences that reduce friction and drive measurable outcomes. I combine systems thinking, evidence-based validation, and hands-on vibe coding to move from concept to testable prototype fast, collapsing the gap between design intent and production reality. My workflow is deeply AI-augmented: I use AI to automate repetitive design tasks, generate design options, code-generation tools, and automated documentation as standard practice, not exceptions. I write well, work async natively, and collaborate across time zones without losing momentum.

SKILLS

Core Design Systems Thinking, Information Architecture, End-to-End Product Design, Multi-User Flow Design, Design Systems, Interaction Design, Research Synthesis, Evidence-Based Iteration, Accessibility (WCAG 2.1 AA), Async Collaboration, Product Writing, UX Strategy.

Vibe Coding and Prototyping Cursor, vO, Claude Code, code-generation workflows, high-fidelity functional prototyping, HTML, CSS, JS front-end implementation, Figma AI.

AI-Enhanced Design and Operations AI-Enhanced Design, AI-Augmented Design Workflows, Automated Repetitive Tasks (batch image resizing and asset prep), Generative Design Option Exploration, Personalized and Adaptive User Interfaces, LLM Prompt Engineering, Generative AI (Image and Text), Automated Documentation, Design Ops Strategy, Rapid Prototyping with LLMs.

Tools Figma, FigJam, Adobe Creative Suite, Miro, Notion, Jira, Azure DevOps, Confluence, Midjourney.

EXPERIENCE

Lead Product Designer | D Creative Thinking (Mirlo.Design) *Nov 2024 - Present*

Running an independent design consultancy delivering product strategy, UX design, and full front-end implementation for US-based clients. I operate simultaneously as designer, solution architect, and vibe coder: designing in Figma and building in code within the same workflow, using AI tools to compress timelines without sacrificing craft.

- **Vibe Coding and Solution Design:** Designed and built production-ready websites end-to-end using Cursor, Claude Code, and vO alongside HTML, CSS, and JavaScript. Delivered complete multi-page sites with Web Components, dynamic modals, bilingual content systems, Netlify forms, and SEO infrastructure, from Figma to deployed product.
- **AI-Enhanced Design:** Used AI to automate repetitive production tasks such as batch image resizing and asset prep, to generate and compare multiple design options in minutes, and to build personalized, adaptive interfaces that respond to user context.
- **AI-Augmented Prototyping:** Replaced static mockup handoffs with functional, code-generated prototypes that engineering teams use directly. Reduced ambiguity and rework rounds across every active project.
- **UX Audits and Architecture:** Conducted heuristic evaluations and friction audits for enterprise platforms, mapping improved IA flows and turning vague product goals into concrete, prioritized design direction.
- **AI Workflow Instruction:** Authored and delivered an AI Workflow Methodology course for senior design leads, teaching practitioners to systematize AI integration across research, diagnosis, and delivery while keeping design judgment human-owned.

- Multi-Client Product Ownership: Managing 4+ active client products simultaneously across catering, cleaning, and manufacturing verticals, owning the full arc from discovery to shipped experience.

Senior Lead UX Designer | IBM Design Studio / Kyndryl *Jan 2020 – Oct 2024*

Strategic design lead on a complex B2B SaaS infrastructure platform serving enterprise clients globally. Owned multi-stakeholder product areas end-to-end: from research and IA through high-fidelity design, validation, and cross-functional alignment with engineering and product leadership. The platform required designing for multiple simultaneous user types with competing mental models and high-stakes workflows.

- Multi-User Flow Design: Restructured the platform information architecture to serve multiple user types across overlapping workflows. Validated through iterative testing, achieving a 25% increase in task completion across key journeys.
- 0-to-1 Product Direction: Led the redesign of the core landing experience into a modular, user-centered dashboard, reducing cognitive load and accelerating access to high-value actions. Operated as the most senior IC on the area, setting direction and making tradeoffs without constant guidance.
- Design Systems at Scale: Advanced the platform design system to drive cross-surface consistency, achieving 95% WCAG 2.1 alignment and reducing usability issues by 30%. Built structured Figma systems and dev-ready documentation that reduced rework across agile teams.
- Evidence-Based Validation: Ran 50+ user tests and design critiques to validate hypotheses and stress-test product direction, ensuring decisions stayed grounded in real user behavior rather than internal assumptions.
- Async Cross-Functional Collaboration: Partnered with product managers and engineers across time zones to align on roadmap decisions, surface design opportunities early, and maintain momentum on complex, multi-sprint initiatives.

Lead Designer | TrueOmni *Mar 2018 – Nov 2019*

- Designed scalable interaction patterns for self-service and touchscreen products deployed across retail and hospitality environments.
- Built a lightweight design system that enabled 60% faster delivery by providing standardized, dev-ready UI components.
- Led the UX redesign of an interactive product selector, improving clarity and accessibility through iterative prototyping.

Brand and Solutions Designer | PetitJoe *Oct 2016 – Feb 2018*

- Delivered cohesive brand systems and digital experiences for 20+ small and mid-sized businesses, translating stakeholder vision into visual reality.
- Introduced reusable templates and documentation to increase consistency and reduce production time across web and social channels.

EDUCATION

Bachelor in Electronic Computer Engineering CETI, 2002 – 2006

Postgraduate in Design Studies Centro de Diseño, Cine y Televisión, 2010 – 2012