



DANIEL  
R. SAZA

User Experience  
Designer

drsaza.com

danielrodsaza@gmail.com

07760239448

## AWARDS

### INTERNATIONAL DESIGN AWARDS 2019

Winner of Educational Toy  
for "Bloom Hydroponic".

## SKILLS

### CORE

Interviews & Surveys  
Participatory Design  
Usability Benchmarking  
Card Sorting  
Storytelling  
Moderated & Unmoderated  
User Testing

### SOFTWARE

Sketch  
Figma  
InVision  
Illustrator/Photoshop  
After Effects  
HTML/CSS  
3D Modelling

## EXPERIENCE

### PUIG

Product Designer Intern

Barcelona, Spain | Oct 2019 - Jul 2020

Converting insights from user research into fully functional prototypes and structuring the visual and brand assets for the Effusion physical installation as well as its website and mobile channels to promote the discover and ultimately, purchase of perfume.

Alongside engineers and senior designers, I user-tested and developed the proposed prototypes ensuring every pixel spoke the brand's language and communicated its values and tone.

### FRESHY.ECO

UI Designer Freelancer

Barcelona, Spain | Dec 2019 - Feb 2020

Partnered with the e-commerce startup Freshy as a UI designer to redesign their online store, creating a brand identity as well as improving the user flows within the shopping and setting delivery schedules processes.

### ZOOFY

UX Designer Freelancer

Jun 2019 - Oct 2019

Worked on defining, designing and testing of the new app experience, translating the web-based flows to mobile. Delivering a proposal that was compatible with the web-based experience but optimized as a mobile app.

## EDUCATION

### UNIVERSITAT DE BARCELONA

Master's Degree in User Experience Design

Barcelona, Spain | Oct 2019 - Jun 2020

### SAVANNAH COLLEGE OF ART & DESIGN

Bachelor of Fine Arts in Industrial Design

Academic Minor Degree in Service Design

Savannah, U.S. | Sep 2014 - Nov 2018