



Daniela Stolk

Product Design expert with 10+ years of experience in UI/UX design, product management, digital art direction, and more.

Education

2021 | Google Certification by Coursera

Foundations of User Experience (UX) Design
UX Design Process: Empathize, Define, and Ideate
Build Wireframes and Low-Fidelity Prototypes

2013 – 2014 | ELISAVA – Barcelona School of Design and Engineering

Postgraduate Degree in Graphic Design and Communications
Postgraduate Degree in Design and Art Direction

2005 – 2009 | The Art Institute of Fort Lauderdale

Bachelor's Degree in Advertising
GPA 3.8/4 – Magna Cum Laude

- 🏆 Best Creative Portfolio Award
- 🏆 Highest Achievement Award
- 🏆 Honors Program Participant Award

Software & Skills

Proficiency in Figma, Sketch, Invision, Photoshop and Illustrator

Skills include: visual design, UX research, UX flows, design system, heuristic evaluation, prototype, art direction and branding

Languages

English & Spanish

Experience

2021 – 2022 | Very Big Things

Product Designer

- Directed full design lifecycle for digital product applications utilized on web and mobile devices; oversaw UX research, information architecture, UX flows, wireframing, high fidelity prototype designs, and user testing
- Partnered with Engineers, Product Managers, Account Managers, and clients to facilitate design process; built design systems, provided inspiration, and custom-design elements aligned with clients' brand
- Conducted UX audits for shipped digital products; highlight usability issues & recommended improvement
- Led workshops for visual designers interested in switching over to PD; created curriculum, led these as needed, set up hour meeting and walking VDs through Figma, show full lifecycle of product design capability

2018 – 2021 | novae

Sr. Digital Art Director + UI/UX Designer

Client: Visa

- Directed priorities for 6 graphic and UX designers and partnered directly with CEO to determine project strategy, task delegation, and deadlines; represent & advocate for design function & team members
- Designed developer-ready landing pages and automated email campaigns for 15+ banks, which included customized digital assets to comply with bank branding guidelines for platform enrollment
- Oversaw end-to-end design projects and established/maintained process due diligence; created wireframes, user flows, prototypes, QA, and features used on web & mobile apps for My Rewards by Visa Loyalty Solutions
- Completed and tracked click-through-rate, open rate, email subject line A/B/ testing, and more
- Enabled seamless integrations for banking clients, including branding & email marketing campaigns

2017 | Zimmerman Advertising

Digital Art Director

Client: Nissan

- Conceptualized, designed, and executed digital visuals utilized in online/print advertising, digital marketing, and video production storyboards for Nissan's corporate websites, Facebook and Instagram channels
- Collaborated with Creative Director and Copywriter to create and launch brand campaigns and TV spots, and supported development of pre-production presentations, including casting, props, wardrobe, and locations

2015 – 2016 | C-Com Group

Digital Art Director

Clients: FPL, Toyota, Outback

- Managed end-to-end development, design, and production of digital marketing assets for website landing pages, social media, online banners, and video animations; led design and art direction for company website
- Oversaw creative process and led team of Programmers to develop storyboards for online banners created in HTML5; partnered with Creative Director & Copywriter to conceive designs for TV spots and digital videos

2015 | Zendo

UI/UX Designer

- Led UI design process + prototyping to enhance user interface for iPhone and Apple Watch app; facilitated partnership with internal stakeholders to improve aesthetic appeal, user experience, and user performance

2011 – 2013 | Cheil Worldwide

Art Director

Client: Samsung

2009 – 2011 | OpenPeak

UI Designer

Clients: Cisco, AT&T