DANIELA SALGUEIRO

PRODUCT DESIGNER & GRAPHIC DESIGNER

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A creative thinker with 8+ years of experience, transforming challenges into opportunities, designing human-centered solutions focused on users and consumers.

Skills

Visual Identity / Graphic Design / Art Direction / Problem Solving / Strategy & Innovation / Strong Organisational Skills / Creative Concept Building / Communication & Digital / UX Design & Research / Information Architecture / User Flows / Interaction Design / Usability Testing / UI Design / Wireframing / Prototyping / Web & Mobile / iOS / Android

Experience

Mid-weight Designer

Daymon | Sep 2020 – Aug 2023

Junior Designer

Daymon | Sep 2016 – Aug 2020

Design Trainee

Daymon | Aug 2015 – Aug 2016

Education

UI/UX Design Hands-on Training Program

Kreativstorm | 2024

UX Writing Workshop

EDIT. | 2023

UX & UI Design Program

EDIT. | Sep 2021 – Fev 2022

B.A. Communication Design

ESTAL | 2012–2015

Overview

— Curious, dynamic and self–reliant designer.
— Leads and manages creative project development.
— Balances client and user/consumer needs with a comprehensive problem-solving approach.
— Drives strategic and execution–oriented projects focusing on visual identity, product design, innovation and concept building: from print to digital.
— Encompasses both qualitative and quantitative methodologies for collecting user feedback.
— Validates and measures user experience success and post-deployment evaluations.
Interprets feedback and deconstructs requirements in order to translate them into simple and intuitive designs.
— Thrives in fast-paced collaborative environments while ensuring design consistency across all channels.
— Builds and maintains design systems for a cohesive and functional product experience.
— From concept exploration to final hand–off, applies pixel–perfect attention to detail and creates lo–fidelity sketches and prototypes.
— Values feedback as a learning opportunity to be effective and communicate design decisions to stakeholders.
— Stays up to date with trends and industry standard tools & software.
— Understands the importance of functionality in design, prioritising usability principles over aesthetics.

Languages

Portuguese – Native

English – Proficient (C2)

French – Begginer (A1)

German – Begginer (A1)

Tech Proficiency

Figma • Miro • Adobe Creative Suite • Basic HTML&CSS

Interests

Music • Analogue • Nature • Kindness • Sustainability