

Daniela Pardo

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Relevant Experience

Sr. User Experience Designer • Bypass Mobile • December 2015 - Present

Lead user research, ux strategy, information architecture, and interaction design for our enterprise mobile POS solutions. Bypass serves three of the five largest food and beverage merchants in the world and has high profile deployments in all North American sports leagues, collegiate and corporate campuses, entertainment facilities, and quick service restaurants.

Responsibilities:

- Plan, prioritize, coordinate, and conduct user requirements analysis, conceptual modeling, information architecture, and interactions.
- Define information architecture, structures and patterns to build consistency across the products.
- Produce user requirements specifications, personas, flowcharts, prototypes, and design specifications.
- Communicate research findings, conceptual ideas, detailed design, and design rationale.
- Manage the design process, drive decisions, track issues, and assist in estimating resource needs and schedules.
- Working closely with development teams to ensure designs are realistic, within scope and that design specifications are implemented.
- Participate as a contributor to an interdisciplinary team that includes other designers, product management, business strategists and software developers.

Sr. User Experience Designer • Golden Frog • April 2014 - December 2015

Responsible for the interaction design and user experience for VyprVPN (personal VPN) and Cyphr (encrypted messaging app) across multiple platforms including iOS, Android, Web, Windows and Mac OS.

Responsibilities:

- Produce taxonomy, wireframes, mockups and user flows from business requirements.
- Define information architecture, structures and patterns.
- Apply user experience research methodologies to early phases of the projects (e.g. open and closed card sorting, surveys, personas).
- Usability testing of new features (remote and in-person).
- Collaborate on web projects by defining information architecture, navigation and flows (e.g. company website, user control panel).
- Participate in early product definition and understand end-user needs to define user experience parameters and acceptance criteria.

User Experience Designer • Moxie Software • March 2013 - March 2014

Designer responsible for the visual development, models of interaction and user experience for Collaboration Spaces by Moxie.

Responsibilities:

- Take a user-centered approach in conceptualizing and crafting design solutions that meet both user needs and product strategy requirements.
- Work closely with Product Management to translate requirements into workflows and designs. Considering market analysis, customer feedback, metrics, and usability findings.
- Provide wireframes, mockups, design specs, and visual assets to the engineering team.
- Guide the visual development and user experience for the product.

Sr. Visual Graphic Designer • McKinsey & Company •
September 2010 - August 2012

Translate the findings made during the consulting process into understandable and interesting visuals, infographics and charts to support McKinsey consulting teams around the world. With a sense of the possible, using visual graphics principles to achieve the best results and also helping the text and data on charts to be virtually error-free.

Responsibilities:

- Creation and design of high-impact business presentations for Fortune 500 companies, applying corporate identity style guides.
- Visual communications improvements like message optimization, layout design, image-centric design and quality gaps.
- Training, support and advice about time management and best practices during the requests to co-workers and new team members.

Visual Communication and Interaction Designer (E-Learning) •
Instituto Tecnológico de Costa Rica • February 2009 - October 2010

Transforming the content from a professor-classroom environment to a virtual environment by writing, editing, designing, and creating online learning modules. This was achieved by incorporating interactive activities, videos, simple, and clear graphics.

Responsibilities:

- Visualization for the virtual courses.
- Graphics, infographics, and interactions.
- Interpretation of instructional design for virtualization.
- Course creation process (standards, benchmarks and validation).
- Provide mockups and design specs for the web projects.
- Influence design standards by introducing best practices and design patterns.

UX Researcher / Interaction Designer • Instituto Tecnológico de
Costa Rica • January 2010 – June 2010

Five months contract project which consisted of designing the information architecture, interactivity and conceptual design of a web application for creating online educational material. Designed for the ease of learning, high usability and user's mental model; addition to the application of other principles, standards and web standards and their proper evaluation throughout the project using card sorting paper prototyping and eye tracking.

Design Tools & Methods

Balsamiq / Mock Flow / inVision app / Lookback / POP / UserTesting.com / Sketch / Adobe Illustrator / Adobe InDesign / Adobe Photoshop

Blueprints & Wireframes / Personas / Competitive Audit / Brainstorming / User flows / Taxonomies (Information Architecture) / Use Cases and Scenarios / Field Research / Quantitative Surveys / Usability Testing (Remote and In-person) / Card Sorting (Open and Closed) / Low & High Fidelity Prototypes

Academic Background

- 2005 - 2010 Industrial Design Engineering, BS • ITCR¹
- 2016 Psychology for Digital Behavior Change • AlterSpark
- 2013 Infographics and Data Visualization • Knight Center for Journalism in the Americas - The University of Texas at Austin
- 2009 Web Usability & Accessibility • FUNDATEC²
- 2009 HTML & CSS • FUNDATEC²

Honors & Awards

- Top 50 Female UI/UX Designers, Austin Texas • Recruitloop • 2016
- UX Designer featured at '17 Ways UX Architects Will Help You Shape Your Next Mobile Project' • Y Media Labs • 2016

¹ Instituto Tecnológico de Costa Rica = Costa Rica Institute of Technology

² FUNDATEC = Costa Rica's Technological Foundation