

Daniela Perilla

Product Designer | UI Craft, Systems-Based UX, AI-Assisted Workflows

<https://dani-designs.vercel.app> | <https://www.linkedin.com/in/dani-perilla> | d.perilla01@gmail.com

WORK EXPERIENCE

Product Designer, Groundfloor Finance, Remote, February 2024 - Present

- Lead the redesign and modernization of core product experiences, resulting in a 33% increase in active user engagement
- Design end-to-end customer-facing fintech experiences, simplifying complex financial systems into intuitive, user-friendly workflows
- Redesign investment discovery flows around business and compliance constraints, driving measurable growth, for example, 435 new accredited investors and an 11.6% increase in the accredited investor base within two months of one launch
- Redesign reporting experiences to reduce ambiguity for investors, reducing avoidable customer support contacts by as much as 12%
- Lead moderated usability studies across distinct user cohorts to validate product decisions before launch
- Build and scale the design system, creating reusable components and patterns to improve consistency and accelerate product development
- Build interactive prototypes using Claude Code to test real user interactions during research, rather than static mockups, shortening the gap between an idea and a validated design decision
- Partner closely with engineers to ensure high-quality implementation and maintain strong alignment between design vision and shipped product

Jr. Mobile Designer, Groundfloor Finance, Remote, July 2023 - February 2024

- Designed mobile first product experiences for fintech applications, focusing on clarity, usability, and accessibility
- Created wireframes, user flows, and interactive prototypes to explore and communicate new product ideas
- Collaborated closely with engineers and product managers to iterate on solutions and refine features prior to development

UX/UI Designer, Contract, Orchid B, Remote, March 2023 - June 2023

- Designed customer facing UI for a B2B SaaS web application, focusing on clarity, hierarchy, and consistency
- Contributed to the creation and application of a design system, improving coherence across features
- Delivered high fidelity designs and clear handoff documentation for development

UX/UI Designer, Contract, Prentus, Remote, November 2022 - March 2023

- Designed customer facing product experiences, improving usability, clarity, and visual consistency across key flows
- Audited existing patterns and introduced reusable components to improve consistency
- Delivered polished UI and annotated designs to support implementation

EDUCATION

UX/UI Foundations, Agile for UX/UI Designers - Avocademy

Bachelor's Degree in Business Administration/Finance - Georgia State University

SKILLS

Product Design & System: Product Strategy, UX/UI Design, Interaction Design, Design Systems, Mobile and Web Design, Accessibility, Information Architecture, Motion Design

Research & Discovery: User Interviews, Usability Testing, Affinity Mapping, Personas, User Flows, Heuristic Evaluation, Customer Research

AI & Prototyping: Building interactive, testable prototypes in Claude Code from research findings, using AI to structure and cross reference qualitative research data, rapid concept exploration for stakeholder alignment

Tools: Figma, FigJam, Miro, Notion, Jira, Adobe After Effects, Illustrator, Claude Code, Bolt, Figma AI

Collaboration: Cross-functional partnership, stakeholder communication, design critique, informal mentorship