

Daniel Gómez

+573153058183 • Medellín, Colombia • jdgomez929@hotmail.com • [LinkedIn](#)

Senior UX Designer

Senior Product Designer | Senior UI/UX Designer, | UX Strategist

Product Designer with 10+ years of experience in UX, UI, and frontend. I've led product strategies, experience design, and technical implementations across startups, corporations, and digital transformation projects. Passionate about crafting user-centered solutions that also drive measurable business outcomes. Skilled in agile methodologies, responsive design, scalable systems, and cross-functional collaboration.

WORK EXPERIENCE

Indeed - Remote

08/2021 - Present

Senior UX Designer

Created the integrations hub for Indeed from scratch, designing all the pages and flows, mainly focusing on the installation process for each integration. I optimized that installation process and also worked on implementing the 'Apply with Indeed' feature to make it easier for job seekers to apply, which increased the number of applications through Indeed.

- Led the complete design and development of the ATS integration hub, including user flows, installation checklists, and core UI screens.
- Implemented and optimized the "Apply with Indeed" feature, resulting in increased conversion rates for job applications.
- Conducted usability testing, implemented iterative improvements, and documented design logic for dev handoff.
- Collaborated in agile sprints with PMs, engineers, and QA, maintaining scalable design system components.

Genius Sports - Medellín, Colombia

11/2018 - 08/2021 (3 yrs 1 mo)

UI/UX & Visual Designer

Worked on a Content Builder platform where any non-technical person can easily create, build, and deliver adverts. Additionally, worked on fan engagement tools.

- Designed a no-code content builder platform for sports advertising targeting non-technical users.
- Developed real-time fan engagement tools and contributed to a standardized design system across teams.
- Ensured responsive, accessible UI and smooth developer handoffs.

SproutLoud - *Medellín, Colombia*

11/2017 - 11/2018 (1 yr 1 mo)

UX Frontend

Maintained the different internal tools of the company; also worked on the automation of the brand customization tool.

- Enhanced legacy internal tools with automation and brand customization improvements.
- Built responsive UI components with HTML/CSS and created documentation for consistent updates.
- Worked alongside backend developers to structure usable frontend features
- Documented updates and style guides for consistency

SM Digital - *Medellín, Colombia*

09/2017 - 11/2017 (3 mos)

Web & Visual Designer

Created branding and digital campaigns for small and mid-sized businesses, helping them transition to a stronger online presence through custom design solutions.

- Designed websites and branding kits for small and mid-sized businesses, enhancing their online presence.
- Produced graphic assets for social media and newsletters

Glinmark - *Medellín, Colombia*

09/2016 - 04/2017 (8 mos)

Web & Visual Designer

Focused on building user-friendly marketing websites and improving the visual presence of health-related digital products, aligning with brand goals.

- Delivered UI for digital and marketing products, aligned with branding and business objectives.
- Worked directly with clients to iterate on visual concepts

Taktil - *Medellín, Colombia*

10/2015 - 09/2016 (1 yr)

Web & Visual Designer

Worked on multiple client websites, providing full visual design, layout structure, and usability improvements for tourism and hospitality clients.

- Created web and mobile mockups in Adobe tools
- Collaborated with developers to build and test final pages

EDUCATION

SENA - *Medellín, Colombia*

Graphic Design and Communication, 2014

CERTIFICATIONS

- UX/UI Design Career - Acámica
- UX Design Basic Concepts - Udemy
- User Experience Design Essentials - Udemy
- UX Design: Wireframes and Prototypes - Udemy

VOLUNTEER EXPERIENCE

Starkey Hearing Technologies - *Medellín, Colombia*

09/2018

Social Service

- Learned sign language to support deaf and hard-of-hearing individuals during the fitting and testing of donated hearing devices.
- Assisted beneficiaries throughout the evaluation process, providing guidance, communication support, and emotional reassurance.
- Delivered training and demonstrations on how to use and maintain the hearing devices, answering questions and ensuring proper usage.