

# danielamaldonado

DESIGN + ENGINEERING

## Portfolio

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[www.daniela-maldonado.com](http://www.daniela-maldonado.com)

## Contact

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daniela.maldov@gmail.com

LinkedIn: [danielamaldov](#)

+57 3003005270

Bogotá, Colombia

## Skills

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AI Product Design · Conversational UX · Prompt Design · UX Strategy · Design Systems · Product Design · UX Research · Prototyping · Service Design

## Tools

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Cursor · v0 · Figma · Miro/FigJam · OpenAI / LLM · Maze

## Languages

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Spanish: Native

English: Upper Intermediate

French: A2

## Education

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2009 — 2015 · 4.1 GPA

**Universidad Nacional de Colombia**

BSc in Mechatronics

2015 — 2017 · 4.46 GPA

**Universidad de los Andes**

Master in Design

## Profile

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Product Designer with experience designing digital products, AI-driven experiences, and service ecosystems. Skilled at **translating complex systems**—such as financial regulation, machine learning, and business models—**into intuitive products** that create value for users and organizations.

## Work Experience

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### Sr. UX Designer at Mercado Libre

Jul 2021 — Present

Designed KYC compliance flows and communication campaigns for millions of users across Latin America, enabling new fintech licenses in Mexico and Colombia. Also designed AI conversational experiences for a virtual assistant that helps users understand their transaction history.

### Sr. UX Designer at Colsubsidio

Apr 2020 — Jul 2021

Designed the digital experience of multiple Colsubsidio's websites, including the water park e-commerce platform, the hotels e-commerce platform, and Colsubsidio.com.

### Freelance UX Strategist at Universidad de los Andes

Sept 2019 — Dec 2019

Designed the communication strategy for the website, the social networks, and the physical interactions of the Faculty of Social Sciences to engage more students and increase the visibility of the work done by teachers and students.

### Instructor · Design Thinking applied to Social Innovation Course

Jul 2019 — Apr 2021

Taught an extension course to people from multiple disciplines interested in solving social problems through Design Thinking.

### Innovation Consultant at A Piece of Pie

Mar 2018 — Jul 2019

Conducted market research to design human-centered business strategies and digital experiences based on key market opportunities.

Clients: Roche, Familia, Yara, FIFCO, Kimberly-Clark, and PepsiCo.

### Instructor · 3D Modeling Course

Jul 2015 — Jun 2020

Taught an undergraduate course in organic 3D modeling, texturing, animation and rendering in 3ds Max

## Volunteering

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### IXDA Bogotá Local Leader

Ago 2019 — Ago 2022

Planned and executed content strategy and live events for the IxDA Bogotá UX community.