Daniel Bautista - Product Designer

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Experience

Product Designer - Hybrid Jan 2026 - Present
Iberostar Hotels & Resorts

Product Designer on the B2C e-commerce team in the travel industry, focused on the booking website.

- Design user-centred flows, wireframes, prototypes and high-fidelity mockups that follow UX/UI best practices and support commercial goals across digital products, mainly the booking site.
- Plan and run A/B and multivariate tests to validate hypotheses, reporting results and user insights to help prioritise the roadmap.
- Work with data analysts, developers and stakeholders to turn business objectives into commercially viable UX solutions.
- Lay the foundations of the design system and help define best practices for using AI in design workflows.

Web Designer (Volunteer) - Remote Apr 2026 - Present
Violet Studios

Volunteer web designer at a nonprofit design studio that has supported 150+ animal advocacy organisations worldwide with branding, web design and communications.

- Design websites in Figma and Squarespace for mission-driven organisations, turning strategic briefs into moodboards and cohesive, high-fidelity designs refined with feedback from senior web designers.
- Apply UX best practices to create accessible (WCAG), responsive layouts with a clear visual hierarchy, well-placed calls to action and consistent components across pages.
- Collaborate with a cross-functional creative team in content strategy, copywriting, brand and motion design to deliver polished, launch-ready websites.

UX/UI Designer - Remote Dec 2024 - Dec 2025
Wetu

UX/UI Designer at a B2B SaaS company in the travel sector.

- Delivered end-to-end designs for new features and improvements to existing products, including the mobile app and the itinerary builder.
- Contributed to user research with Spanish-speaking clients: ran interviews, gathered insights and aligned LATAM and South African teams by bridging cultural and language nuances.
- Worked with cross-functional teams of developers, designers and product managers.

Freelance Product Designer - Remote Jul 2023 - Dec 2025
Product design for purpose-led organisations.

Highlighted projects:

- Vkind (USA): B2C vegan lifestyle app project, where we launched 12 app updates over four months. Conducted UX research, user interviews & surveys. Creation of personas, style guides, user flows, and hi-fi screens.
- Improv Design (ZA): Worked with the founding team for a startup in stealth mode aiming to combat phishing in the financial sector. Delivered the initial user flows, mockups and prototypes.
- Logo and website design: Branding, logo & website design for solopreneurs.

Education

Nielsen Norman Group Nov 2026
Architecting and Managing Effective Design Systems

Live online course by Nielsen Norman Group on running design systems as a strategy and a practice, focusing on the decisions behind the system rather than tools or code. Covered aligning systems with business strategy, building business cases, governance and contribution models, multi-brand library architecture, measuring system health, and applying AI to design system work.

CareerFoundry Sep 2022 - Jul 2023
UX/UI Bootcamp

10-month intensive UX/UI training programme, with guidance and mentoring from a design expert. 600+ hours learning the fundamentals and methodology of user-centric design, focusing on data- and research-driven approaches to the craft.
Additional 2-month specialisation in UI Design, focused on key UI principles, industry best-practice, and key trends.

Skills

Design Thinking | Design Systems | Data Informed Design | CRO | A/B Testing | UX Research | Information Architecture | User Flows & Journeys | Prototyping | Surveying | Usability Testing | Mobile App Design | QA Testing | Agile/Lean Methodologies | Basic HTML/CSS Knowledge | Vibe Coding

Tools

Figma | Figma Make | Claude Code | Framer | Wingify | Jira | Google Analytics | PowerBI

Languages

Spanish - Native | English - Professional | Italian - Intermediate