

DANIELA FUENTES

UX MANAGER

CONTACT

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PROFESSIONAL SUMMARY

With 9+ years leading the transformation of digital ecosystems in financial services and insurance, I specialize in integrating new products with legacy platforms through Human-Centered Design and qualitative research—driving measurable results (30%+ adoption, NPS 4.5+).

- Leadership: Managed cross-functional teams with a human-led approach, bridging business goals and user needs.
- Design Innovation: Built scalable digital architectures using Design Sprints and Service Blueprints, turning complex insights into intuitive experiences.
- Impact: Delivered measurable value by aligning UX strategy with ROI, from discovery to execution.

LEADERSHIP SKILLS

- Design Strategy
- Team Management
- Project Management
- Collaboration
- Decision-Making
- Vendor Management

TECHNICAL EXPERTISE

- User Research
- Design Systems Management
- Interface Design & Prototyping
- User Flows
- Customer Journey Maps
- Service Blueprints
- UX Roadmaps
- Stakeholder Presentations
- Agile Methodologies
 - Scrum
 - Design Thinking
 - Design Sprints

SOFT SKILLS

- Communication
- Negotiation
- Empathy
- Decision-Making
- Adaptability
- Problem-Solving
- Active Listening
- Motivational Leadership

EDUCATION

Master's in Business Innovation
UDEMEX | Digital University of the State of Mexico
2023 - Present

Bachelor's Degree in Digital Design
ICONOS - Research Institute for Communication and Culture
2008 - 2012
Summa Cum Laude

COURSES AND DIPLOMAS

- CX Certification - CX LATAM Institute
- Service Design Diploma - ITAM
- UX Management: Strategy and Tactics - Interaction Design Foundation
- Gestión de Procesos UX - Platzi

EXPERIENCE

Seguros Monterrey New York Life - Oct 2024 - Present

CX Designer Ongoing projects:

- Lead the CX Culture Program, developing training initiatives to achieve 80% employee adoption of user-centric practices across the organization
- Conduct qualitative research (in-depth interviews, ethnographic studies) to identify prospects and clients motivations, generating data-driven insights that inform product design and communication strategies
- Participate proactively in the CX Maturity Diagnosis within the organization, evaluating existing capabilities and processes, identifying improvement areas, and designing a strategic plan to enhance customer experience.
- Map customer journeys from policy acquisition through first-year ownership, identifying critical touchpoints to ensure value-driven omnichannel communication, targeting 15% reduction in inquiry calls while implementing message clarity evaluations.

GNP - Dic 2019 - Ago 2024

UX Manager

- Defined and led the strategic vision for the Experience Lab, a training, research, and experimentation hub that produced 5 user-centered digital products/services now in implementation.
- upervised 75+ projects, including new initiatives, redesigns, and continuous improvements, ensuring 85%+ on-time delivery while meeting all user experience objectives. Plus developed and maintained the digital product ecosystem map, guaranteeing all solutions were logically connected and aligned with user needs.
- Redesigned the mobile app and customer portal through comprehensive research before, during, and after launch. This end-to-end approach resulted in significantly improved user satisfaction, with a 4.5 experience survey rating and consistent increases in app store ratings.
- Led the management strategy, dissemination, training, and updating of the design system, improving communication, adoption, and implementation in digital product development, achieving 30% fewer visual style errors through collaboration with IT.

EXPERIENCIA

SCOTIABANK By Siti - May 2019 - Dec 2019

UX Consultant & UI Designer

- Designed navigation flows, wireframes, and high-fidelity prototypes for banking card acquisition products, improving user experience.
- Proactively collaborated with the entire team responsible for ideating, developing, and managing the launch of improvements and new products, ensuring proper design implementation and alignment with both business and user needs.
- Participated in facilitating design workshops and ideation sessions, applying Design Thinking approaches to innovatively address and solve complex problems.

PROFUTURO By Sngular - Nov 2017 - May 2019

UX Consultant & UI Designer

- Led Design Sprint implementation to create an innovation cell for the Advisor Transfers APP (Afores), moderating daily sprint dynamics and guiding the team through a structured, efficient process.
- Developed a comprehensive style guide for Profuturo's client/agent APP, establishing design standards ensuring brand-aligned, consistent user experiences:
 - Typography, color palettes, and iconography
 - UI components and interaction patterns
- Conducted usability testing on APP flows/prototypes, analyzed results, and iterated designs to:
 - Enhance accessibility
 - Align with user needs
 - Optimize task completion rates

Mexico City International Airport - Jul 2017 - Nov 2017

UI Designer & Frontend Developer

- Created the comprehensive work plan for the airport's public website design and development, aligning project objectives with user needs and business goals.
- Implemented a card sorting dynamic to define the site's information architecture, ensuring sections accurately and usefully reflected essential information for users.
- Managed the development team in selecting and deciding on the most suitable content management system (CMS) for site implementation, guaranteeing scalability and ease of maintenance.
- Designed navigation flows, style guide, and various site sections, creating a coherent user experience centered on travelers' and visitors' needs.

INE, Acoxa - Jan 2016 - Dec 2016

UX Consultant & UI Designer

- Participated in the logistics and implementation of various research techniques, including card sorting and user interviews, while contributing to findings analysis.
- Designed navigation flows and different site sections, ensuring a coherent and optimized user experience based on insights from prior research.
- Closely supervised the development process with the implementation team, guaranteeing optimal development by reporting and managing issues related to the portal's functionality and design.