Dan Colmenares

UX/UI & Product Designer

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PROFILE

UX/UI and Product Designer with 5 years in digital product design and 6 years running a digital studio before that. I take projects end to end: research with stakeholders and users, information architecture, user flows, high-fidelity UI in Figma, working prototypes and developer handoff through to production. I've simplified complex products in cooperative banking, mortgage lending, automotive, real estate and media. AI is part of my daily workflow (Claude, Gemini) to sharpen requirements, and I use Claude Code to build working prototypes that validate ideas before development. Based in Madrid, with the right to work in Spain and English C1.

SKILLS

- **UX/UI product design:** discovery, interviews and workshops, information architecture, user flows, wireframes, high-fidelity responsive UI
- **Prototyping & validation:** interactive Figma prototypes and working Claude Code prototypes, usability testing (Maze)
- **Design systems:** Figma component libraries, documentation and handoff, implementation QA
- **Other:** HTML/CSS, WordPress (expert), Claude, Gemini, ChatGPT · English C1, Spanish native

EXPERIENCE

Product Designer & Web Strategist — Freelance
Sep 2023 – Present · Remote

- Design digital products and websites end to end —discovery, user flows, wireframes and high-fidelity UI in Figma— balancing user experience, technical feasibility and business goals.
- Freelance collaboration with Somos Forma (2025): led the redesign of Coopenae's website, a Costa Rican financial cooperative, from the business-goals workshop to development handoff: 45 desktop and mobile screens in 3 weeks.
- Divisso (startup, 2024): working directly with the CTO, redesigned the mortgage simulation app, cutting the flow from 6 to 5 steps.
- Validate ideas before development spend with interactive, working prototypes built in Figma and Claude Code, gathering early feedback from clients and developers.

UX/UI Product Designer — Somos Forma (Moovmedia Group)
Jul 2021 – Sep 2023

- Owned design end to end for clients across five industries: stakeholder kick-off, research (interviews, surveys, workshops), information architecture, UI, prototyping and support through to production.
- Automotive: redesigned the vehicle maintenance-request flow, cutting steps and friction points.
- Real estate: simplified property search and listing pages so users could find and compare properties in fewer steps.
- Validated prototypes through usability tests in Maze and direct client feedback, iterating before development.
- Maintained a consistent, implementable design system together with the development team.

Founder, Account Director & QA — Deadline Studio
Aug 2014 – Mar 2021

- Founded and ran a digital studio for six years, delivering custom solutions for clients across industries.
- Translated business needs into information architecture, user journeys and sitemaps.
- Managed client relationships and coordinated designers and developers from brief to launch.
- Led QA on every release, catching functional and visual issues before production.

EDUCATION

- University studies in Computer Engineering and Business Administration
- UX Strategy — Edison
- 9 Platzi certifications: User-Centered Design, Information Architecture, UI/UX Fundamentals, Prototyping, Interface Design, Digital Product Methodologies, Corporate Identity, WordPress and SEO

LANGUAGES

Spanish (native) · English (advanced)