

# DANIELA KERSTING

FULL STACK DESIGNER 📞 +1 (202) 9815761

## ◦ DETAILS ◦

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## ◦ LINKS ◦

<https://danielakersting.com>  
</in/danielakersting>

## ◦ SKILLS ◦

Node.js  
CSS  
HTML  
User Research  
Wireframing  
Figma  
Prototyping  
Webflow  
Documentation  
SQL  
JavaScript  
HTML & CSS  
Business Intelligence  
Data Analysis  
Usability Testing  
React  
Next.js

## ◦ LANGUAGES ◦

English  
German  
Spanish



## PROFILE

Full Stack Designer with 9 years of experience crafting web, mobile, and dashboard solutions that drive business success. Contributed to doubling revenue year over year and achieved a 35% reduction in website bounce rate by optimizing information architecture and SEO. Efficiently streamlined processes, guiding junior designers, fostering a culture of growth and team collaboration to deliver exceptional digital experiences across platforms.



## EMPLOYMENT HISTORY

### UX & Design Lead at Wild.AI

September 2022 — Present

- Introduced Design and Product Processes, increasing productivity and communication between teams and team members by 40%.
- Collaborated closely with Product to refine a feature road map based on user needs and market analysis; increasing customer satisfaction by 15%.
- Optimized Affiliate Marketing infrastructure flow, through the usage of Stripe products and cross platform affiliate links, increasing affiliate activity by 25%
- Proposed deep-linked push notification matrix, to increase user engagement & retention by at least 15%.
- Improved User On-boarding experience decreasing support tickets related to on-boarding by 60%
- Redesigned the marketing website, leading to a 35% reduction in bounce rate by enhancing navigation, Search Engine Optimization, and improving load speed.
- Orchestrated strategic discussions among three peers to define key business goals during leadership absence.

### Founder at UX Fusion Studio

October 2023 — Present

- Built an online course introducing junior designers to the job market, currently in beta with 12 students.
- Consulted on portfolio building and case study writing, with 3 students landing internships during the program's early stages.

### Product Designer at Trinity SaaS

May 2018 — September 2022

- Led design related operations associated with business digitization, operation expansion, brand positioning for over 10 companies.
- Developed functional technological solutions through close collaboration with the project consultants. Implemented and tested Tech Stack Architecture for over 25 projects.
- Produced designs and layout deliverables and client communication materials for over 20 projects.
- Managed design operations of up to 8 simultaneous projects, from conceptualization to Hand-off, creating mock-ups and prototypes.
- Launched 12 MVPs using no-code and low-code platforms, resulting in the development of 4 proprietary software solutions that improved project turnaround time by an average of six weeks across all projects.

## UX/UI Designer at ArmCandy

September 2015 — May 2018

- Created concepts for projects in 4 industries including FinTech, Travel, Real Estate and E-commerce.
- Cut product development time by 15%, with product conceptualization expertise, user experience architecture, development plans in an agile environment.
- Built Product Requirements Documentation and Product Specifications Documents for over 10 SMEs.
- Coordinated learning opportunities for 3 new members of the design team focusing on industry best practices; facilitating smoother on-boarding onto new projects without overwhelming existing resources or schedules.

## EDUCATION

- Bachelor's in Journalism, Universidad de Sevilla, Sevilla, Spain

## COURSES

- Full Stack Development Bootcamp, Knowledgehut

July 2022 — November 2022

## EXTRA-CURRICULAR ACTIVITIES

- Design Mentor at DesignLab

September 2022 — Present

Guide design students in DesignLab courses through the curriculum, advising on design strategies, researching methods and giving constructive feedback in written format and weekly video calls.

[See profile here](#)

- Language Host at Duolingo Clases

October 2022 — January 2023

Language Host at Duolingo classes in German and Spanish, facilitating conversation, role play, and reading sessions to encourage students to utilize acquired language skills in small groups of up to 10 students.

Curated a resource library of authentic German and Spanish materials for students, enriching learning experiences; over 50 resources were compiled, providing valuable materials for conversational practice, slow reading and cultural immersion.