

SIMEON DANIEL

Product Designer – Web3, Healthcare & Fintech Systems

Remote-friendly

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PROFESSIONAL SUMMARY

Product designer focused on simplifying complex digital products across Web3, fintech, and healthcare. I design structured user flows, interfaces, and visual systems that improve clarity, trust, and usability in high-stakes environments.

My work translates ambiguous product ideas into usable experiences by balancing business goals, user needs, and technical constraints. Particularly interested in products where design directly affects adoption, comprehension, and user confidence.

AREAS OF EXPERTISE

- Product Design (UX/UI) & Interaction Design
 - User Flows, Information Architecture & Navigation Systems
 - Design Systems & Scalable UI Patterns
 - Brand Identity & Product-Led Visual Systems
 - Usability Thinking for Complex and Data-Heavy Interfaces
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TOOLS & TECHNOLOGIES

- Product Design: Figma (UI, prototyping, design systems), FigJam
 - Brand & Visual Design: Adobe Illustrator, Photoshop
 - Planning & Collaboration: Notion, Jira, Linear, Slack, Trello
 - Rapid Assets & Content: Canva (advanced)
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EXPERIENCE

Brand Designer – Techy-Jaunt

Remote | 2023 – 2025

- Led development of full brand identity including logo, typography, color systems, and visual language.
- Conducted research to define positioning, audience, tone, and differentiation within a competitive market.
- Translated brand strategy into scalable design assets across digital and product touchpoints.
- Built brand guidelines to ensure consistency across marketing and product usage.
- Communicated design decisions with structured reasoning aligned to user and business goals.

Freelance Visual Designer – SD Design Studio

Remote | 2022 – 2025

- Designed visual and UI assets for digital platforms, marketing campaigns, and web experiences.
- Applied usability principles, hierarchy, and visual clarity to improve engagement and comprehension.
- Translated ambiguous creative briefs into structured visual solutions aligned with brand goals.
- Iterated designs using feedback and constraints to meet real business and communication needs.

PRODUCT & PROJECT EXPERIENCE

Rena – Visual & Product Designer

- Built visual identity and interface assets improving brand cohesion.
- Designed marketing visuals and product screens for clarity and engagement.
- Created reusable components and style guides.

Elevare Studio (Concept Product) – Visual & UX Designer

- Designed brand identity and website interface from concept to high-fidelity UI.
- Structured user flows, navigation, and UI patterns.
- Refined designs using feedback and usability insights.

DESIGN APPROACH

- Clarity First: Usability-focused, purposeful design
- Systems Thinking: Consistency, scalability, structure
- User Focus: Trust, comprehension, adoption
- Product Mindset: Strategy, constraints, outcomes

CERTIFICATIONS

- Chief Customer Experience Officer Executive Certification— Institute of Management, Technology and Finance Portugal (2026)
- User Experience Design Professional Certification – Institute of Management, Technology and Finance Portugal (2026)
- Master Product Development: From Idea to Market Success – Udemy (2026)
- User Experience Design Fundamentals – IBM (2026)
- Digital Skills: User Experience – Accenture / FutureLearn (2026)
- Purple Palette Design Training Certificate – HumanSignal (2026)
- Usability Testing – Udemy (2022)
- Foundations of User Experience (UX) Design – Google (2023)

EDUCATION & CONTINUOUS LEARNING

- Self-directed learning in product design, UI systems, branding, and Web3 design patterns
- Ongoing study of fintech, healthcare, and emerging technology product ecosystems
- Exploration of AI-assisted design workflows and system-driven design processes

STRENGTHS

- Strong ownership and self-direction
 - Structured thinking and decision-making in design
 - Clear communication of design rationale
 - Detail-oriented with usability mindset
 - Fast learner across new tools, domains, and product environments
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AVAILABILITY

Open to product design roles, freelance, contract, or full-time opportunities
Remote-first | Global teams | Startup-friendly environments