

# Daniela Guerrato

INTERACTION DESIGNER

Stockholm, Sweden

[daniguerrato@gmail.com](mailto:daniguerrato@gmail.com)

[linkedin.com/in/daniguerrato](https://www.linkedin.com/in/daniguerrato)

+46 72 184 72 50

## EXPERIENCES



### Nordic Entertainment Group (NENT)

Product Designer (July 2019 - Now)

NENT is a media company focused on the Nordic market.

- Design and research for Viafree, a free video streaming service.
- Collaborating with a cross-functional team to create a fantastic video streaming experience on desktop, mobile and big screens.



### Booking.com

UX Designer (Feb 2017 - March 2019)

Booking.com is the largest accommodation provider in the world.

- Designed user interfaces from ideation to implementation of eCommerce platform with millions of daily users;
- Qualitative & quantitative research.

Main projects:

- RateIntelligence: SaaS tool to help accommodation providers manage revenue strategy.
- Booking Hostels: End-to-end user experience of hostel segment at eCommerce travel platform (web, iOS, and Android).



### Self-employed

UX design consultancy (Apr 2016 - Jan 2017)



### Red Ventures

Senior UX Designer (Jun 2015 - Mar 2016)

A multinational marketing company focused on customer acquisition

- Responsible for design strategy of an investment bank in Brazil;
- Helped define the product roadmap, features, tasks, and deadlines;
- Recruited, interviewed & onboarded new team members;



### PopUp Design

Owner & Product Designer (Apr 2010 - Apr 2015)

PopUp is a design & consultancy agency from Brazil.

- Managed the design strategy of 100+ projects in 6 countries;
- Created educational content and taught design courses.



### Casa Rosada

Designer (Jan 2009 - Jun 2010)

## PORTFOLIO

[daniguerrato.design](http://daniguerrato.design)

## SKILLS

- Interaction Design
- UX Design
- Visual Design
- User Interviews
- Usability testing
- Competitor Analysis
- Heuristic evaluation
- A/B testing
- User flows
- Journey Map
- Personas
- Design strategy
- Design thinking
- Prototyping
- Wireframing
- Workshop facilitation

## TOOLS

- Sketch
- Figma
- Adobe CC
- InVision
- HTML & CSS

## LANGUAGES

- Portuguese (native)
- English (fluent)

## CERTIFICATION

User Research methods & Best Practices

