

Daniel Monterazo
Product/UX Designer

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Results-driven UX/Product Designer with 5+ years of experience in user research, prototyping, and usability testing across education and digital health. Proven record of lifting usability scores by 25%, driving a 90% increase in downloads, and shipping 10+ app projects with cross-functional teams. Seeking a role to apply research-driven design and deliver accessible, high-impact products.

Skills

Technical: Figma, Sketch, Framer, Adobe Creative Suite, Notion, Miro, Whimsical, Maze (remote testing)

Language: English (Advanced), Portuguese (Native), Spanish (Basic)

Experience

International HCI_CARE Research Collaboration (University of Iowa × TU Wien)Remote

Volunteer Research Assistant - Apr 2025 – Present

- Contribute to an international HCI research initiative on caregiving technologies and care centered design, coordinated by Dr. Lucas Silva (University of Iowa) and Dr. Evropi Stefanidi (TU Wien).
- Coded over 800 research papers and conducted in depth analysis of 70+ studies for a systematic literature review investigating accessibility, communication, and caregiving technologies in Human Computer Interaction research.

Touchpoints (Shopwindow) - Remote

Product Designer and Marketing StrategistJul 2025 – Jan 2026

- Applied Information Design principles to restructure the company's website, improving content organization, navigation flow, and digital communication strategies.
- Developed a new digital marketing and engagement strategy that increased social media interactions and follower growth by over 50%.
- Conducted SEO analysis and audience behavior research to improve discoverability, engagement, and communication effectiveness across digital platforms.
- Directed commercial campaigns and collaborated directly with developers, designers, and multidisciplinary teams throughout production and implementation processes.
- Contributed to UX, branding, and content strategy decisions focused on improving user engagement and digital experience quality.

IJB (Brazilian Youth Institute) - Remote

Product Designer and Marketing StrategistJan 2025 – Dec 2025

- Led a comprehensive redesign of the institute's website, implementing user research, interaction design principles, and SEO optimization, achieving a 30% increase in user engagement and site traffic.
- Contributed to the redesign of the organization's marketing plan, resulting in a 15% growth in social media reach.
- Conducted moderated usability tests with 10+ users, identifying and resolving critical navigation and interaction issues, improving overall task completion rates by approximately 30%.

Face Reality (Educational App) - Recife, Brazil

Product DesignerAug 2024 – Jan 2025

- Led design sprints and produced wireframes and hi-fi prototypes to support user testing for *Face Reality*, a mobile app teaching health science students about facial musculature. UX/UI enhancements boosted downloads by 90%, reaching over 1,000 users.
- Conducted heuristic evaluations and 10+ user interviews with health science students to refine the app's interface and align it with real user workflows, resulting in a 25% improvement in the app's SUS usability score.
- Directed targeted UX-driven marketing efforts, achieving over 500 downloads within the initial campaign.

Apple Developer Academy - UFPE - Recife, Brazil

Product Designer Jan 2022 – Jan 2024

- Led UX design and user research for 10+ mobile apps, applying Design Thinking, wireframing, and usability testing with over 30 users to enhance interface functionality and engagement.
- Collaborated with cross-functional teams of 20+ developers and business professionals, aligning design solutions with technical feasibility and business goals across 10+ app projects.
- Gained hands-on experience with rapid prototyping, 15+ design sprints, and 30+ iterative usability tests, strengthening skills in Figma and evaluation methods.

Deafness Project - Remote

Product Designer Jan 2021 – Present

- Designed and iteratively improved "Hora da Libras," an educational app using Design Thinking and gamification. Enhanced usability by 60% and SUS score from 72.5 to 84.1 after iterative testing and redesign.
- Led the design of Hora da Libras learning content, validated with 6 deaf children (ages 5-10) across two university clinics and 5+ speech-language researchers, informing pilot adoption by UFF/UFRJ specialists.
- Collaborated on the development of supplementary gamified learning materials, adopted by three municipal schools in Rio de Janeiro, directly supporting the Libras education of over 120 children

Academic Research & Presentations

PIBITI – Institutional Scholarship Program for Technological Development and Innovation - UFF, Brazil

Undergraduate Research Fellow, User Experience Designer 2023 – 2024

- Served as UX Designer in the development of an app for teaching Brazilian Sign Language (Libras) as a first language.
- Researched universal design and applied semiotic concepts to interface design.

Interinstitutional Extension Project (UFF/UFRJ) - Brazil

Participant 2021 – 2023

- Contributed to the development of accessible digital solutions for the education of deaf students.

Conference and Symposium Presentations

- **X Academic Works Exhibition of the Serrana Region (UERJ)**, Oct 2022 – Presented “Games in Libras: Interdisciplinary Support for the Training and Care of Deaf Children and Their Families in Bilingual Speech-Language Pathology.”
- **III LiScO Symposium – Sign Language and Cognition (USP)**, Feb 2023 – Presented “Anti-Ableist University Tripod in Bilingual Speech-Language Pathology for the Deaf in Rio de Janeiro.”
- **III PPGDesign Research Seminar (UFPE)** – Participant.

Education

UFPE (Universidade Federal de Pernambuco) - Recife, Brazil

Bachelor of Design, Concentration in UX/Product Design.

Certificates

Google – Foundations of User Experience (UX) Design Sep 2025

IBM – Introduction to Prompt Engineering Aug 2025

World Creativity Day 2024 – Invited Speaker (Nova Friburgo, Brazil) Oct 2024

CIDI 2023 – Poster Presentation, 11th Information Design International Conference, Brazil July 2023

Interests

Human-Centered Design, Inclusive and Accessible Design, Information Design, Visual Storytelling, Human-Computer Interaction (HCI), Educational Technology