Daniel Fransix

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Profile

Product Designer with over seven years of experience crafting user-centric, data-driven solutions. Specialized in designing visually appealing products that address complex challenges. Passionate about software and eager to contribute to companies dedicated to building exceptional software. Currently expanding technical capabilities through front-end development projects and study.

Experience

Qrono Labs

Lead Product Designer & Webflow Developer [01/2022 – 01/2024]

- Founding designer at Qrono Labs, a digital product development studio
- Designed and oversaw development of multiple SaaS and AI products
- Spearheaded 40+ projects, delivering solutions for clients across 8 countries
- Created and maintained 5 robust design systems and token libraries, reducing design time by 40%
- Conducted 100+ user research sessions and workshops, driving 28% product growth through data-driven optimizations
- Implemented 15+ complex website designs using Webflow, resulting in 45% average increase in conversion rates, examples here↗
- Mentored team of 4 junior designers, establishing standardized design protocols that reduced client revision requests by 30% and accelerated project delivery timelines by 2 weeks on average

Multiple Clients

Contract Product Designer [01/2020 – 09/2022]

- Led end-to-end product design for 12+ SaaS clients, delivering intuitive user experiences and post-launch solutions that addressed strategic UX challenges
- Created dynamic micro-interactions and enhanced design systems, improving brand perception and reducing cognitive load on users

Upwork

Contract UX Designer [01/2019 – 09/2020]

Collaborated with clients in fintech, SaaS, e-commerce, health tech, artificial intelligence, edtech, fashion tech, data intelligence, logistics sectors.

- Designed and delivered digital products for 20+ clients, adapting to teams ranging from 1 to 15 members
- Achieved 64% client approval rate without revisions, earning Upwork Top Rated Seller badge.
- Translated business requirements into UX/UI designs while managing remote projects with 95% on-time delivery rate
- Increased client conversion rates by an average of 32% through intuitive interface design

Skills

- **Design Tools**: Figma, Sketch, Adobe Creative Suite, Webflow
- **Development**: HTML, CSS, JavaScript, React
- **Methodologies**: User-Centered Design, Design Thinking, Agile/Scrum
- **Research**: User Testing, A/B Testing, Heat Mapping, Analytics
- **Specialties**: SaaS Design, Design Systems, Information Architecture, UI Animation

Publications

Decoding User Feedback: A SaaS Team's Guide to Creating What Truly Matters

Method for transforming feedback into actionable solutions, shared by 3 industry leaders. [View it here ↗](#).

Feature Prioritization: A SaaS Builder's Formula for Crafting What Users Crave

Mathematical approach to feature prioritization cited in 2 industry publications. [View it here ↗](#).

Additional articles available on my profile on [Qrono's Blog](#).

Education

Federal university of technology, Owerri | B.Sc Computer science | 2019

GPA: 4.2/5.0. Relevant coursework: Human-Centered Design, Software Development Processes, Sustainable Design

Quantic University | M.Sc. Software Development | Current, Expected 2026

Pursuing advanced studies focused on modern software architecture and development methodologies.