



DALLADANIEL

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Colombia

"[...] Design is where strategy, technology, and human needs converge to create meaningful outcomes."

Career Summary

Senior Product & Design Systems Designer with 15+ years of experience evolving from brand and digital experiences into enterprise products, scalable design systems, and AI-assisted product workflows.

I specialize in turning complex environments into systems teams can understand, build from, and scale. My work spans product strategy, enterprise UX, design system architecture, governance, and cross-functional leadership across retail, industrial automation, marketing technology, and AI-enabled products.

Most recently, I have focused on building AI-ready design foundations — structuring components, tokens, patterns, semantics, and documentation so both teams and emerging AI workflows can create products with greater consistency and intent.

Education & Certifications

Jorge Tadeo Lozano University,
Bogotá, Colombia
Jan. 2006 – Jun. 2010
Bachelor's Degree in Graphic Design

Nogma, Bogotá, Colombia
Feb. 2021 – Apr. 2021
Strategic Planning Certificate

Nogma, Bogotá, Colombia
Oct. 2021 – Dec. 2021
UX/UI Design Certificate

Languages

- Spanish (Native speaker)
- English (Advanced / C1)

Summary of Qualifications & Skills

Product

- Product Strategy
- Enterprise UX
- Interaction Design
- Information Architecture
- Usability Testing

Design Systems

- System Architecture
- Governance
- Design Tokens
- Component Libraries
- Documentation

AI & Technology

- AI-Assisted Workflows
- AI-Ready Design Systems
- Generative AI
- HTML/CSS / JavaScript

Leadership

- Cross-Functional Leadership
- Stakeholder Management
- Design Direction
- Mentoring

Career History

Globant, Bogotá, Colombia
Feb. 2023 – Ongoing
Visual Designer Senior | Ross Stores

- Built and launched Ross Stores' enterprise Design System in Figma in under one month, establishing the shared foundation for internal merchandising and workspace products.
- Defined system governance, reusable component architecture, tokens, documentation, and scalable patterns across multiple product teams.
- Designed complex, data-dense enterprise workflows and end-to-end experiences for internal retail platforms.
- Structured an AI-ready design foundation to support emerging AI-assisted design, development, and automation workflows.
- Partnered directly with Product Owners, engineering teams, and stakeholders to shift a traditionally development-led environment toward a stronger product and design practice.
- Sustained strong client satisfaction across long-term engagements while delivering at high velocity.

Globant, Bogotá, Colombia
Apr. 2022 – Feb. 2023
Visual Designer Senior | Kayanee KSA

- Led the structure, governance, and evolution of Kayanee's Design System, creating a shared product language across teams in four countries.
- Translated a culturally distinctive brand into scalable digital foundations, reusable components, and product patterns.
- Designed end-to-end eCommerce and product journeys aligned with business, brand, and user needs.
- Worked across distributed product, engineering, UX, and business teams to maintain consistency while supporting local and organizational requirements.
- Contributed from early product vision and pre-sales through delivery, connecting strategy, product definition, and execution.

Globant, Bogotá, Colombia
Jan. 2022 – Apr. 2022
Visual Designer Senior | Rockwell Automation

- Contributed to the modernization of enterprise industrial platforms through responsive, data-intensive user experiences.
- Supported early discovery and alignment for the migration from Adobe XD to Figma and the consolidation of existing Design Systems.
- Identified governance and consistency challenges across multiple design foundations and contributed to a proposed unified management approach.
- Collaborated with UX, product, and engineering teams to strengthen shared design practices and support future product development.

Datagran, Bogotá, Colombia
Jan. 2020 – Jan. 2022
Product Designer

Led the design and delivery of Datagran 3.0, redesigning a complex machine-learning platform and its underlying design system. Built and governed a company-wide Design System supporting 1,050+ product screens and 55+ reusable components.

- Created and governed the company-wide Design System, including foundations, components, and documentation.
- Partnered closely with stakeholders, engineers, and data teams to define product strategy and end-to-end user experiences.
- Mentored a team of designers while ensuring alignment between business objectives, user needs, and technical constraints.
- Designed and launched four new product branches that expanded the platform's capabilities and market reach.

Senior art director Telefonica / Enel / Subway
Apr. 2019 – Oct. 2019

Led creative teams, brand strategy, digital campaigns and product-oriented communication for clients including Telefónica, Enel and Subway. Managed multidisciplinary teams, multiple client portfolios and large-scale campaign delivery.

Selected impact:

Led a team of 8 · Managed 8 client accounts · +35% team productivity · 5 integrated campaigns

Adsmovil, Bogotá, Colombia
Apr. 2017 – May. 2018
Senior digital designer

Responsible for the creation, conceptualization, and communication with different client services around the world, making sure that the campaign objectives were being fulfilled during the creation of ad units, improving Conversion rates and acquisition of users for different markets through research and benchmarking of other brands.

- Increased creative delivery speed in celtra by 75%, after making changes in the delivery process and implementation in celtra.

Itaktik, Bogotá, Colombia
Mar. 2011 – Apr. 2017
Design director

Design leader in Itaktik responsible for 8 clients and in charge of a team of 4 designers and 4 people in the production team. Responsible for campaign conceptualization, brand development, project coordination, supervision, and strategic planning.