

Daniel Banega

UX/UI Designer

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UX/UI designer who takes products from research and Figma to shipped interfaces, using AI tools like Figma Make, Cursor and Claude Code to get designs into production. Before that, 15 years in graphic design and print. Now learning HTML, CSS and JavaScript to move closer to engineering.

EXPERIENCE

Aug 2025 - Present	UX/UI Designer · CRM & Marketing Automation Specialist Arcytex · Remote, US - Design and build frontends for client products, from research and benchmarking to live interfaces, using Figma, Figma Make, Lovable, Cursor and Claude Code. - Built the frontend of an app marketplace for a ~3,400-member community: store, seller wizard, three dashboards and the design system behind them. Live since June 2026. - Designed and built sales funnels for two workshops. A/B testing moved opt-in from ~3% to ~8%; together they drew ~58k page views and 1,600+ sales. - Client work: GoHighLevel CRM automations, WordPress sites and migrations, AI chat flows.
Jan 2018 - Jan 2025	Graphic Designer Freelance · Argentina Brand and promotional design for small businesses, from brief to delivery: logo systems, social content, print and outdoor.
Jan 2010 - Jan 2018	Graphic Designer and Graphic Operator Mercado de la Oficina · Buenos Aires Designed and produced offset-printed material across the full cycle, from customer service and prepress to finishing.

EDUCATION

Oct 2025 - Mar 2026	UX/UI Design Specialization Universidad Tecnológica Nacional (UTN) · Certificate Apr 2026 - Final project: Lichess desktop redesign, from UX research to a working prototype. - Led a team of four on Citria, a booking app: 6 interviews, card sort with 10 people.
Mar 2025 - Present	Bachelor in Visual Arts Universidad Nacional de las Artes (UNA) · In progress

SKILLS

Design	Product design, UX research, user flows, information architecture, prototyping, design systems, usability testing, A/B testing
Tools	Figma, Figma Make, Lovable, Claude Code, Cursor, GoHighLevel, WordPress, Adobe Creative Cloud (Photoshop, Illustrator)
Learning	HTML, CSS, JavaScript
Languages	Spanish, native · English, B2 (professional working)