Diana Padron

Senior Product Designer

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Diana is a practical problem-solver who excels at creating design systems & building products with a strong foundation.

EXPERIENCE

Senior Product Designer

NOV 2021 - PRESENT

Materialplus . Design Agency — Remote (US)

– Led the creation of the Material Design System Blueprint, which is used by the experience team (composed of 30+ creatives).

– Created internal design libraries for Halliburton and Sport Clips' web and app experiences.

– Facilitated internal workshops and 1:1 sessions to help implement best practices across the creative team.

Design Mentor

2022 - PRESENT

Design Lab — Remote (US)

– Mentored 12 students on UX and UI over the course of a year. My approach emphasizes skills that go beyond technical proficiency, including presentation, communication, teamwork, and best practices.

Senior Visual Designer

2019-2021

10Up . Design Agency — Remote (US)

– Created and collaborated in Wordpress based products for major brands such as DMV California, Merck Animal, Campbell's, Meta, and Klarna, among others.

– Created the internal Design Library for DMV California. I proactively proposed the need for the library and built it upon approval. Now, all projects on the DMV account are built using this foundation.

Bluedash

2019

EdTech Startup — Remote (London - Serbia)

– Researched and validated the product idea with online students and course creators.

– Helped shape the initial online course for the MVP. Bluedash was voted the 5th product of the day on Product Hunt.

EEDI

2017

EdTech Startup — Remote (London - Serbia)

– Led the design direction of mathsdoctor.co.uk, resulting in a conversion rate increase from less than 3% to over 12% at the time.

Diagnostic Questions

2014-2016

Edtech Startup — Remote (London - Serbia)

– Helped shape the initial concepts for the product, which still stand today. It is used by over 75,000 teachers worldwide.

– Designed the DQ Students mobile app to enable students to work on their assignments while on the go.

– Provided strategic support that led to the merger of DQ and EEDI (a tutoring platform).

SKILLS

Product Design

Design Systems

Advanced Figma

EDUCATION

San Alejandro National Academy of Fine Art.
Havana, Cuba - 2006