Danilo Diniz Rosa

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A self-taught UX/UI and Product Designer with nearly a decade
of experience working remotely in the world of tech-startups.

Experience

UX/UI Designer 2023–2026

PETE Learning Inc. | *Orlando, USA (Remote)*

- Developed and maintained Webflow websites and landing pages with full CMS integration
- Wireframed overall improvements for the existing web application
- Collaborated with company leads to create the brand identity

UX/UI and Web Designer 2022–2026

Project CODA | *Freelance (2026)*

- Designed the website in Figma and implemented it in Webflow
- Designed the game launcher in Figma and built it as a Tauri app using Claude Code

Feminuity | *Freelance (2022)*

- Reworked the Webflow website of a diversity, equity and inclusion consultancy, with a focus on accessibility and inclusivity

UX/UI, Product and Graphic Designer 2019–2023

Beam.gg | *Toronto, Canada (Remote)*

- Wireframed, designed and prototyped the full web application for desktop and mobile
- Researched and implemented gamification features that improved user retention and engagement
- Putting gamification at the forefront of the product increased conversion by over 30% on A/B tests and earned an invite to the exclusive AppSumo Select campaign
- Collaborated with company leads on the research, ideation and planning of the product, including new features based on user feedback
- Redesigned existing brand identity
- Designed, developed and maintained a Webflow website with full CMS integration
- Collaborated with the marketing team on the creation of social media assets and marketing materials
- Collaborated with the engineering team to ensure product functionality and quality assurance

Graphic and Web Designer 2017–2019

Esports Tickets Inc. | *Toronto, Canada (Remote)*

- Designed websites, landing pages and marketing materials
- Ran social media accounts
- Organized and ran The International's Dota 2 viewing events
- Created branding, website and marketing material for EBC, a cancelled esports business conference

Skills

Design: User research, wireframing, prototyping, gamification, brand identity, accessibility, A/B testing, Webflow development with CMS integration, AI-assisted front-end development

Tools: Figma, Webflow, Adobe Photoshop, Adobe Illustrator, Affinity, Claude Code

Languages: Brazilian Portuguese (Native), English (Fluent)