Daniella Sapiente
UI / UX / Product Designer

daniellasapiente@gmail.com
daniellasapiente.com

Experience

UX Designer — Wagepoint
REMOTE / OCTOBER 2022 - PRESENT

Wagepoint is North America's friendliest payroll software with a focus on small businesses. Working on a cross-functional team, I focus on enhancing user experiences by conducting user testing to validate assumptions and making user stories come to life through prototyping and design. Additionally, I contribute to streamlining and enhancing Wagepoint's design system.

Designer — Freelance
REMOTE / APRIL 2022 - OCTOBER 2022

I worked with high profile clients and brands to create unique visual designs that capture my signature style.

Designer — MOD a creative & tech studio
TORONTO, ON (REMOTE) / NOV 2021 - APRIL 2022

MOD is a creative agency that makes brands look good. I participated in crafting distinctive brand identities, intuitive user experiences, and visually appealing user interfaces for B2C clients.

Creative Design Strategist — PRZM
NEW YORK, NY (REMOTE) / SEPT 2021 - DEC 2021

PRZM is a global next gen community and modern marketing agency. I formulated strategic solutions and innovative marketing concepts for Fortune 500 companies.I also lead content pitches that focused specifically on engaging Gen Z audiences.

Designer — Converge Advertising & CARE Education
OAKVILLE, ON (REMOTE) / JUNE 2021 - AUG 2021
JULY 2020 - AUG 2020 / APRIL 2019 - SEPT 2019

Converge Advertising is a company anchored in the healthcare space. I produced both print and digital graphics, while also overseeing the management of several websites. Notably, I elevated a marketing strategy for a virtual event, leading to a 200% surge in ticket sales compared to the previous year.

Involvement

Designer — Hackademics Club
OAKVILLE, ON / SEPT 2019 - APRIL 2020

Hackademics is a Sheridan College-affiliated club dedicated to promoting and organizing hackathons. I produced captivating illustrations and layouts to effectively market Hackville 2020.

Design Learning Assistant — Sheridan College
OAKVILLE, ON / SEPT 2019 - APR 2020

Exercised creative leadership to guide Interaction Design students in project problem-solving, offering tutoring across subjects like visual design and HTML/CSS.

Education

Bachelor of Interaction Design — Sheridan College
OAKVILLE, ON / 2017 - 2021

Studied how to craft user-friendly ways for people to interact with technology, concentrating on web and app development, as well as digital media design.

Art Fundamentals — Sheridan College
OAKVILLE, ON / 2016 - 2017

Expressed creativity through diverse artistic mediums, including life drawing, painting, sculpture, two-dimensional design, and technical drawing.

Tools

Figma
Azure DevOps
Adobe Creative Suite
HTML/CSS
Webflow / Squarespace

Design Practices

UI Design
User Experience Design
User Research
Usability Testing
Bug Reporting
Prototyping
Visual Design
Illustration
Video Editing
Branding