



Daniela Kersting

UX Architect & Full Stack Design

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 Europe - USA Remote

Summary

Product-minded UX architect who designs, diagnoses, and deploys digital experiences end to end. With 9+ years across fast-paced startups and SaaS platforms, I've launched onboarding flows that cut support tickets by 93%, rebuilt sites that dropped bounce by 35%, and contributed to 2x revenue growth through research-led UX strategy. I thrive in teams where great UX is mission-critical and cross-functional collaboration is the default.

Core Competencies

UX Research & Flow Optimization

Heuristics, interviews, onboarding UX, feedback synthesis

UI Design & Systems

Responsive components, accessibility, design systems in Figma

Full-Stack Product Build

Front-end + backend; React, Next.js, Firebase, Stripe, SQL, N8N

Low-Code Integrations

Webflow, Airtable, Zapier, CMS, analytics, form & data flow

Product Strategy

Feature roadmaps, retention logic, experimentation frameworks

Team Enablement

Mentorship, junior coaching, async communication, documentation

Education

Universidad de Sevilla 2006–2011
Bachelor of Arts, Journalism

Knowledge Hut 2022
Full Stack Development

Experience

UX & Design Lead

Wild.AI (acquired by Zepp Health (NYSE:ZEPP))

2022–current

- Led UX and UI across **award-winning mobile app**, API, smartwatch, and marketing surfaces, **contributing to 2x YoY revenue growth**
- Rebuilt marketing site architecture and front-end, **reducing bounce rate by 35%** and improving **internal usability by 100%**
- Designed and implemented partner **UX flows for a smartwatch mini app** integration with Zepp Health wearables
- Onboarding-related **support tickets reduced by 93%** through a critical *redesigned walkthrough and feedback capture*
- Developed affiliate program flow using cross-platform deep links, **increasing user engagement by 25%**
- Collaborated with product, marketing, and engineering to **drive roadmap execution** and experimentation

Founder & Design Mentor

UX Fusion Studio

2023–Current

- **Developed a proprietary UX curriculum** focused on systems thinking and job readiness
- Mentored early-career designers on case study development, client presentation, skill branching, and design critique
- **Achieved 25% placement rate** of beta students in product design roles **within 1 year** of starting
- Consulted on UX workflow improvement contracts, enabling faster MVP builds and **saving clients around \$10K–\$60K per project** by reducing design iteration cycles **and improving funnel conversion UX**

Product Design Lead

EMA – Emerging Markets Accelerator

2016–2022

- **Directed UX strategy and execution** across four concurrent products, introducing reusable design systems
- Owned UX/UI delivery for both **internal platforms and client-facing** SaaS products
- **Built and deployed** multiple front-end features with React, Webflow, CMS tools, and analytics integration
- **Collaborated with engineers** to deliver responsive mobile and desktop interfaces for over 8 projects
- Facilitated usability testing and iterative refinement of user flows across multiple industries to reduce UX bottlenecks by up to 92%
- Led internal onboarding improving team ramp-up and collaboration

Mentorship & Community Impact

Senior Mentor at DesignLab : coached 40+ designers in UX systems, case studies, and interview prep

Founder of UX Fusion Studio : designed an applied UX/UI curriculum; 25% of beta students placed in tech roles within 1 year of starting the course

Hosting Duolingo live language sessions (German & Spanish) : building inclusive, cross-cultural communication skills