

Daniela Tamez

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PROFESSIONAL SUMMARY

UX/UI Designer with a strong foundation in user-centered design through the University of Texas at Austin UI/UX Design Certification, complemented by 10+ years of experience as an Executive Assistant supporting senior executives in fashion, retail, and creative industries. Skilled in wireframing, user flows, prototyping, and usability testing, with hands-on project experience solving real-world business and user challenges. Known for translating complex needs into streamlined solutions, coordinating cross-functional teams, and delivering projects on time and within scope.

EDUCATION & CERTIFICATION

University of Texas at Austin – UI/UX Design Certification

- Online, part-time program tailored for working professionals
- Covered user research, wireframing, prototyping, usability testing, and design thinking methodologies
- Featured live mentorship, 1:1 career coaching, and a Design Innovation Challenge capstone project

Parsons Paris – Certificate in Fashion Design

University of North Texas – Bachelor's Degree, Business & Merchandising

DESIGN PROJECTS

Capstone: Design Innovation Challenge

- Designed an end-to-end solution including user research, wireframes, interactive prototypes, and usability testing
- Focused on aligning user needs with business goals, presenting outcomes to mentors and peers

Additional Coursework Projects

- Developed multiple wireframes, user flows, and prototypes in Figma
- Conducted user research and usability testing to inform design decisions
- Collaborated virtually with peers to simulate product design team workflows

PROFESSIONAL EXPERIENCE (TRANSFERABLE SKILLS FOR UX)

Tory Burch, LLC – Executive Assistant to VP Production FTW / VP Production HBGs | New York, NY | 03/2022 – 07/2024

- Coordinated 30+ milestone meetings annually, ensuring stakeholder alignment and timely execution
- Supported production teams of 50+, streamlining reporting processes
- Reduced scheduling conflicts by 25% through improved systems and communication

Bare Minerals – Executive Assistant to SVP Global Creative & SVP Brand (Contract) | New York, NY | 05/2021 – 03/2022

- Partnered with creative, marketing, and product development teams on 5+ projects simultaneously, meeting 100% of deadlines
- Managed 100+ meetings monthly with a 95% on-time start rate
- Processed and tracked budgets in SAP, reducing overspend by 10%
- Onboarded 10+ creative hires, ensuring readiness through streamlined orientation

CORRA – Executive Assistant to COO | New York, NY | 08/2018 – 03/2020

- Organized 40+ domestic and international trips annually, saving 15% in travel costs
- Coordinated weekly/monthly leadership meetings with up to 20 participants
- Supported QA for Magento website, identifying 30+ issues prior to launch

EILEEN FISHER – Administrative & Project Partner to Director of Retail/Digital | New York, NY | 06/2016 – 07/2018

- Planned and executed 10+ leadership off-site meetings and 20+ group store visits annually
- Delivered projects on time and under budget, supporting \$2M+ in spend oversight
- Prepared monthly financial reports and streamlined invoice processing workflows

Tamara Mellon – Executive Assistant to CEO | New York, NY | 05/2014 – 05/2016

- Managed CEO's calendar with 100+ appointments monthly
- Served as strategic gatekeeper for the CEO—prioritizing design, sales, and finance meetings to align executive focus with business objectives, streamline decision-making, and maintain strong cross-departmental communication
- Coordinated 25+ global trips annually with 100% itinerary accuracy
- Executed investor meetings and brand events for 50+ attendees with seamless logistics
- Oversaw detailed monthly expense reports, ensuring policy compliance

EARLIER CAREER HIGHLIGHTS

Tiffany & Co. – Executive Assistant, Creative Marketing (Contract) | New York, NY | 09/2013 – 05/2014

- Supported VP and CCO of Creative Services, coordinating high-volume design, sales, and finance meetings
- Managed complex photo shoot logistics and creative asset libraries, improving workflow efficiency by 20%

Harry Winston – Executive Coordinator | New York, NY | 06/2011 – 08/2013

- Partnered with Global Sales leadership to prepare presentations, coordinate BaselWorld trade events, and oversee high-value diamond consignment logistics
- Produced detailed productivity and sales reports to guide business and creative strategy

Brachfeld Paris – Production Assistant | Paris, France | 01/2009 – 07/2010

- Managed fashion shoot logistics, sample tracking, and wardrobe organization for major Paris fashion shows
- Supported cross-functional creative and production teams under tight deadlines, improving coordination and asset management

SKILLS

Design & Research: Wireframing, Prototyping, User Flows, Usability Testing, User Research, Interaction Design

Tools: Figma, Microsoft Office Suite, Concur, Google Apps, SAP, Magento, Slack, ChatGPT, Grammarly

Languages: Fluent in Spanish, basic French

Core Strengths: Stakeholder management, project coordination, process improvement, event logistics, cross-functional collaboration