DANIELA FERREIRA

SENIOR UI DESIGNER

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SUMMARY

Senior UI Designer with 8 years at Apple, Airbnb, and Figma. Led the Apple Wallet mobile redesign that lifted Apple Pay first-time-use 19% on iOS 17, and authored 80+ components in Airbnb's DLS system shipping across web, iOS, and Android. NN/g UX Master + Apple HIG Certified + Adobe Certified Expert.

SKILLS

Other Skills: Figma & Figma Variables, Apple HIG & Material Design, Design System Authoring (DLS, ADS), Cross-Platform iOS / Android / Web, Accessibility (WCAG 2.1 AA), Prototyping (Figma, Origami, Protopie), Design Mentorship & Crit Facilitation

EXPERIENCE

Senior UI Designer

Apple · Jul 2022 - Present · Cupertino, CA

Senior designer on Apple Wallet's payments and digital ID team.

- Led Apple Wallet's iOS 17 mobile redesign for the Apple Pay primary flow; first-time-use rose 19%, payment-completion time fell 12% globally
- Co-authored 26 Apple Wallet components in Apple's internal design system; passed HIG and accessibility review at first attempt
- Mentored 4 mid-level UI designers through 1:1 design crits and structured Figma + HIG training
- Co-led WWDC 2024 design lab session; 180+ external developers attended

UI Designer → Senior

Airbnb · Aug 2018 - Jun 2022 · San Francisco, CA

UI designer on Airbnb's host onboarding and DLS design system team.

- Redesigned Airbnb's host listing-creation flow; host completion rose 28% and time-to-first-listing fell from 38 to 22 minutes
- Authored 80+ components in Airbnb's Design Language System (DLS) used across web, iOS, and Android shipping to 150M+ users
- A/B tested 8 booking-funnel variants; winning variant lifted booking conversion 11% (annualized impact >$140M GBV)
- Promoted from UI Designer to Senior UI Designer in Q4 2020 against a 7% promotion bar

EDUCATION

M.S.

Carnegie Mellon University · Sep 2014 - May 2016 · Pittsburgh, PA

Human-Computer Interaction · GPA: 3.86/4.0

B.F.A.

Rhode Island School of Design · Sep 2010 - May 2014 · Providence, RI

Industrial Design · GPA: 3.74/4.0

CERTIFICATES

Nielsen Norman Group UX Master Certification — 2022

Nielsen Norman Group

Apple HIG Certified Designer — 2023

Apple

Adobe Certified Expert — Adobe XD — 2020

Adobe

AWARDS

Apple Design Excellence Award — Sep 2024

Apple

Awarded for Apple Wallet iOS 17 redesign and 19% first-time-use lift on Apple Pay primary flow.

LANGUAGES

Portuguese
Native

English
Native

Spanish
Conversational

STRENGTHS

Cross-Platform Mastery — Ship cohesive UIs across iOS, Android, and web at parity — not iOS-first with Android afterthoughts.

Design System Stewardship — Treat components as products with adoption, satisfaction, and audit metrics, not as static figma files.