Daniela Rita

Product Designer · UX/UI · Design Systems

Remote
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PROFILE

Product designer for complex fintech and B2B products, from user research and flows to UI, design systems and front-end prototypes. Design Lead at Cork Protocol, owning product design end to end with founders and engineers. I design in Figma and build in HTML, CSS and JavaScript.

$33M
deposits within three months of the mainnet launch I designed for

3,500
testnet sign-ups whose feedback drove the redesign

2 → 16
team growth while I led design

WORK EXPERIENCE

08/2024 – now

Design Lead, Product Design and UX
Cork Protocol · financial infrastructure · Remote

- Owned product design for the Cork web app end to end, from testnet to mainnet: trading flows, order book, limit orders, balances and token states
- Synthesised feedback from a testnet competition with about 3,500 verified sign-ups; the findings drove the interface redesign
- Designed the v1 app for the March 2025 mainnet launch; the product reached $33M in deposits (TVL) within three months
- When research showed users connected but did not trade, designed in-app tooltips, guided explanations and an education page to close the gap
- Built and maintained the design system: Figma component libraries, design tokens and a brand hub used by engineering
- Designed dashboards for a new insurance product: shared ledger views, money in motion and reconciliation
- Designed and built the cork.tech website relaunch (Oct 2026) in code with Astro, Tailwind CSS and Cloudflare
- Also led brand, investor decks and event design, in a team that grew from 2 to 16 people

2022 – 2024

Product Designer
Futura · legal tech and cyber security · Portugal

- Designed user flows and UI for legal-tech and cyber security platforms, turning dense legal workflows into clear screens
- Created onboarding and in-product education: explainer animations, storyboards and visual guides for non-expert users

2018 – today

Freelance Designer and Illustrator
Self-employed · Remote

- Websites, web apps and design systems for small businesses and studios, from user flows and UI to a live build
- Brand identities, illustration, packaging, murals and campaigns, from concept to delivery
- Illustration for Porto Editora (2018 – 2022): character development, background art and storyboarding

EDUCATION

2021 – 2022

Master's in Illustration
Faculdade de Belas Artes, Universidade do Porto (FBAUP), Portugal

2019 – 2021

Bachelor's in Graphic Design and Communication
Instituto Superior de Educação e Ciências (ISEC), Portugal

2018 – 2019

Communication Design (completed)
Escola Superior de Tecnologias e Artes de Lisboa (ESTAL), Portugal

SKILLS

Product design	User research, user flows, wireframing, prototyping, UI and interaction design, dashboards, responsive web, design systems, design tokens, developer handoff
Design tools	Figma, FigJam, Adobe Illustrator, Photoshop, InDesign, After Effects, Character Animator, Procreate, Spline
Front-end	HTML, CSS, JavaScript, Astro, Tailwind CSS, three.js, Webflow, GitHub, Cloudflare
AI tools	Claude Code, ChatGPT, Gemini
Also	Brand identity, illustration, motion design
Languages	Portuguese: native · English: fluent · Spanish: intermediate