



# Daniel Boeppler

Sr UX/UI designer

## Education

- **Diploma, Marketing Management** 2016-2018 BCIT, Vancouver, BC
- **Bachelor of Graphic Design** 2009-2014 Jorge Tadeo Lozano University,
- **Diploma Animation**, Interactive Technology, Video Graphics and Special Effects Naska Digital

## Softwares and skills

- **Design & Prototyping:** Figma, Sketch, Adobe XD, InVision
- **Development:** HTML5, CSS3, WordPress, Elementor, Liquid
- **Analytics & Research:** Google Analytics, Hotjar, CX/UX Research, A/B Testing
- **Collaboration Tools:** Confluence, Jira, Trello, Asana, Clickup
- **Other: Adobe Creative Suite** (Photoshop, Illustrator, After Effects, Premiere Pro)



## Portfolio

Click to watch portfolio

[www.danielboeppler.com](http://www.danielboeppler.com)



## LinkedIn

Explore my professional journey

[View my profile](#)

## About me

Senior UX/UI Designer with 8+ years of experience building design systems, leading cross-functional teams, and delivering human-centered digital products. Proven success in transforming complex platforms into seamless user experiences that drive engagement, adoption, and measurable business impact. Adept at bridging design and strategy, with expertise in SaaS, mobile, and enterprise applications.

## Experience

**Lead UX UI Designer / mimik technology Aug 2024 – Sep 2025**  
**Ontario, Canada (Full-time Contract) Tech 🏠**

- **Product Design & Development:** Directed design and development for apps, web platforms, and dashboards, including healthcare tools, a contest platform (Orbiit), and Agentic AI dashboards.
- **Lead Product and Dev team:** Facilitated Agile ceremonies (scrum, backlog grooming, sprint planning) ensuring consistent on-time delivery.
- **Business strategy:** Partnered with C-suite leaders to align product design with business strategy, strengthening product-market fit.
- **Data Analysis and UX Insights:** Applied data insights (via Power BI) to optimize UX flows, boosting usability and adoption..

**UX UI Designer / Front end Developer / Durham Region Aug 2024 – Mar2025**  
**Ontario, Canada (Part-time Contract) Tech 🏠**

- **Design UX UI:** Led redesign of Durham's 311 municipal platform, producing high-fidelity mockups to improve user experience.
- **P apps:** Implemented layouts with HTML5, CSS, Liquid, translating prototypes into functional pages.
- **Use cases study:** Authored detailed use cases, capturing system functionality and user interactions for alignment with project scope
- **Data Gathering and Implementation:** Collected/analyzed data to validate design decisions, improving accessibility and efficiency of the service portal.

**UX UI Designer / mimik Aug 2023 – Aug 2024, Ontario, Canada (Full-time Contract) Tech 🏠**

- **Design system:** Established a design system in Figma, enabling scalable and consistent UI implementation by developers.
- **UX Improvement :** Partnered with cross-functional teams to align UX priorities with business goals, enhancing adoption and retention.
- **Client-Server to Web App Transition:** Transformed a legacy client-server app into a responsive web application, modernizing user experience.

**Art Director /SJC Feb 2022 – Jul 2023, Ontario, Canada (Full-time Contract) Media & Marketing 🗨️**

- **Design Team Leadership:** Managed and mentored a design team of 3, delivering digital products and corporate reports for clients including Walmart, Sobeys, Subaru, and Kal Tire.
- **Innovated in Corporate Reporting Design:** Produced animated assets and interactive dashboards, elevating user engagement across media properties.
- **Maclean's Digital Product Development:** Designed and launched the Maclean's Education Hub, collaborating with stakeholders to define backlog, user stories, and acceptance criteria.
- **UX/UI Mobile App Centric:** Built reusable design systems for iOS/Android apps and corporate reports, ensuring consistency and efficiency.

**UX UI Designer /Nobul Aug 2021 – Feb 2022, Ontario, Canada (Full-time Permanent) Real Estate 🏠**

- **Developer Collaboration:** Improved user flows with UX/UI best practices, simplifying forms and enhancing accessibility.
- **Illustration & UI Asset Design:** Partnered with developers to address UX issues on Nobul's real estate platform, aligning design with engineering constraints.
- **Accessibility in UX/UI Design:** Prioritized accessibility in UX/UI design, guaranteeing a user-friendly experience for diverse audiences and compliance with SEO Google standards.
- **After Effects Animation:** Produced illustrations, UI assets, and animations, enriching the brand's digital identity and marketing campaigns.

**1. UX UI Designer /Chevrolet Jun 2021 – Sep 2021 Ontario, Canada (Contract) Automobile 🚗**

- **Interviews:** Conducted user interviews usability tests to inform strategy for Chevrolet's platforms.
- **Analyze reviews :** Delivered actionable insights, aligning user needs with brand goals to improve online experiences.



### Contract Under Robert Half (The Creative Group)

I worked with Robert half under the creative group department providing me contracts with Autotrader, Hydro One. These ( 3 months ) contracts were based on specific projects that were extended for 2 months to finalize the scope of the roadmaps.

#### 1. UX UI Designer /Autotrader Mar 2021 – Jun 2021 Ontario, Canada (Contract) **Automobile** 🚗

- **Automotive Brand UI/UX Design:** Designed brand-specific UX flows and layouts for major automotive clients (Audi, Ford, Mazda, Mitsubishi).
- **Cross-functional Teamwork:** Collaborated with product owners and engineers to integrate UX design into agile development cycles.

#### 2. UX UI Designer / HydroOne Nov 2020 - Mar 2021 Toronto, Ontario, Canada (Contract) **Electricity** ⚡

- **Wireframe Design, Mockups & User Flow:** Redesigned internal SaaS payroll/workforce platform, increasing usability for thousands of employees.
- **Cross-functional Teamwork:** Coordinated with PMs and developers using Wrike to ensure agile delivery.
- **Deliverables:** Coordinated with PMs and developers using Wrike to ensure agile delivery.

#### 3. UX UI Designer / Ashton College Mar 2020 - Jul 2020 Vancouver, BC, Canada (Contract) **Education** 🎓

- **Mock-up Delivery & Web Development:** Delivered UX/UI across six websites; shipped responsive WordPress builds (HTML5/CSS/PHP) aligned to high-fidelity mockups.
- **Woocommerce & WordPress Management:** Managed WooCommerce operations and produced promo videos (Premiere/After Effects/Final Cut); coordinated delivery in Asana and supported brand growth across social channels.

#### UX UI Designer Manager / Vancouver Fashion Week (VFW) Jul 2019 – Mar 2020 Vancouver, Canada Area (Permanent Full-Time) **Fashion** 👗

- **Design Team Collaboration:** Led the design team for VFW, Amazon Tokyo Fashion Week, and Global Fashion Collective; improved UX/accessibility and boosted conversions.

#### Manager, Visual Design and Apps / PressReader April 2019 - July 2019 Vancouver, Canada Area (Contract) **Media & Marketing** 🗨️

- **Visual Design Management Leadership:** Built branded digital editions for 10+ publishers (HTML5/CSS/JS) and managed app deployments on Google Console & Apple Connect.

#### UX UI Designer / Vancouver Fashion Week (VFW) July 2018 – March 2019 Vancouver, Canada Area (Permanent Full time) **Fashion** 👗

- **Leadership and Training:** Mentored interns and streamlined workflows; optimized site UX and performance.

#### UX UI Designer / ScopeMedia Inc May 2018 – July 2018 Vancouver, Canada Area (Contract) **Tech** 🤖

- **Leadership in iOS and Android Studio Design:** Created mobile app layouts/prototypes (Sketch/InVision) and delivered functional prototypes with cross-functional teams.

#### Graphic Designer/ Creartika Jan 2014 – Sep 2016 Bogota, Colombia **Media & Marketing** 🗨️

- Produced marketing collateral (logos, brochures, infographics) and implemented trend-driven campaigns that lifted conversions.



**Daniel  
Boeppler**  
Sr UX/UI designer

[www.danielboeppler.com](http://www.danielboeppler.com)