

Daniel Cauich Bacab
UX/UI Designer SSr

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About me

Daniel Cauich Bacab

Based in Cancún, México

Hello! I'm a passionate **UX/UI Designer Ssr** with 5 years of experience, currently pursuing a degree in **Software Engineering**.

Since 2014, I've also been working as a **Multimedia Graphic Designer**, combining creative vision with technical expertise.

My experience bridges the **gap between design and development**, allowing me to craft user-centric solutions backed by coding skills in JavaScript, C#, HTML, CSS, and React.

I specialize in designing for **web applications, CRMs, ERPs**, and mobile applications for **Android and iOS**. I'm committed to delivering seamless, functional, and visually engaging digital experiences.



Project 1



2025

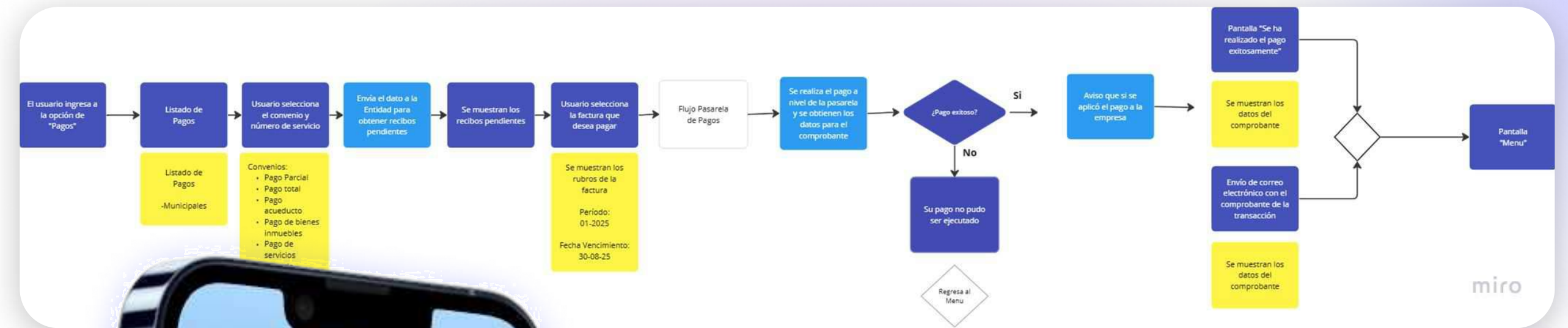
Digital Wallet, Digital ID and Digital Documents
& Payments Process



Planning

The objective of the products designed was to understand the physical process that takes place at different points within the **bank and the institution in Costa Rica**, in order to **digitize** it and make it **less bureaucratic**, more secure, and more **accessible**.

The solution was different modules within an application that covers these needs of citizens. The ability to process everything from their **driver's license to the identification card** for the schools or unions to which they belong. Even digitizing the **payment of taxes, urban services, and various types of documents**.

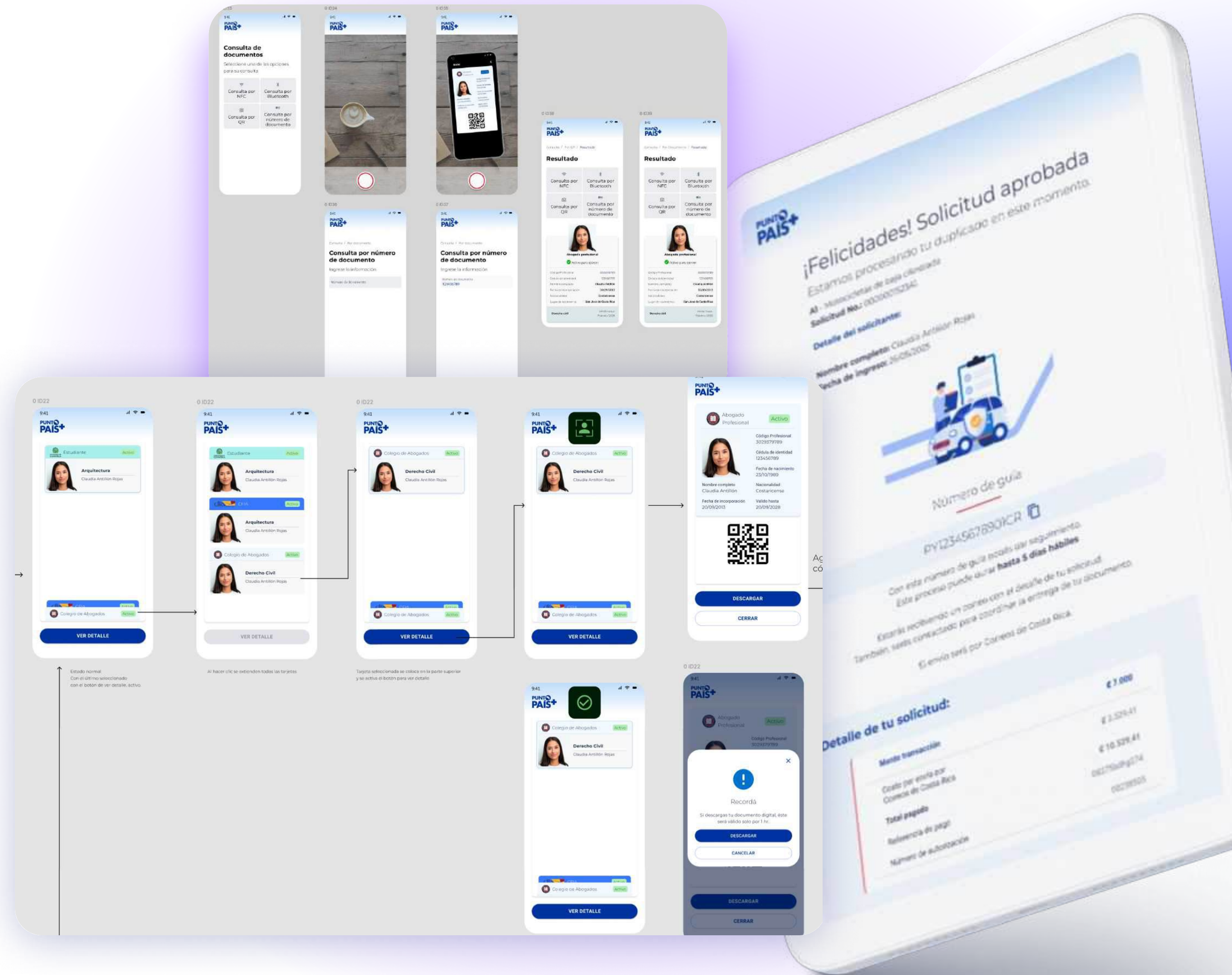




Prototype and Test

During the project, the objective is to understand, analyze, and optimize the physical process carried out for documentation and service payments in Costa Rica.

Through interaction with various team members, stakeholders, experts in financial and service issues in the country, including cultural issues, a **digital prototype** was designed, from IOS, Android, Desktop and Tablet.





Understanding, Planning, testing & development.

On the **Dominican Republic** side, an application was developed for requesting bonds, benefits, and subsidies within the country in conjunction with **Banreservas Bank**, which is currently the largest bank in the Dominican Republic.

Sessions were held to **understand and plan** the functionalities necessary for the process.

Along with the testing, sessions were held to understand and improve the application in conjunction with the development team and members of the bank.



Project 2



ABInBev



**PLANNING &
SCHEDULING**

2021-2024

Application for maintenance planning
in the brewing industry.

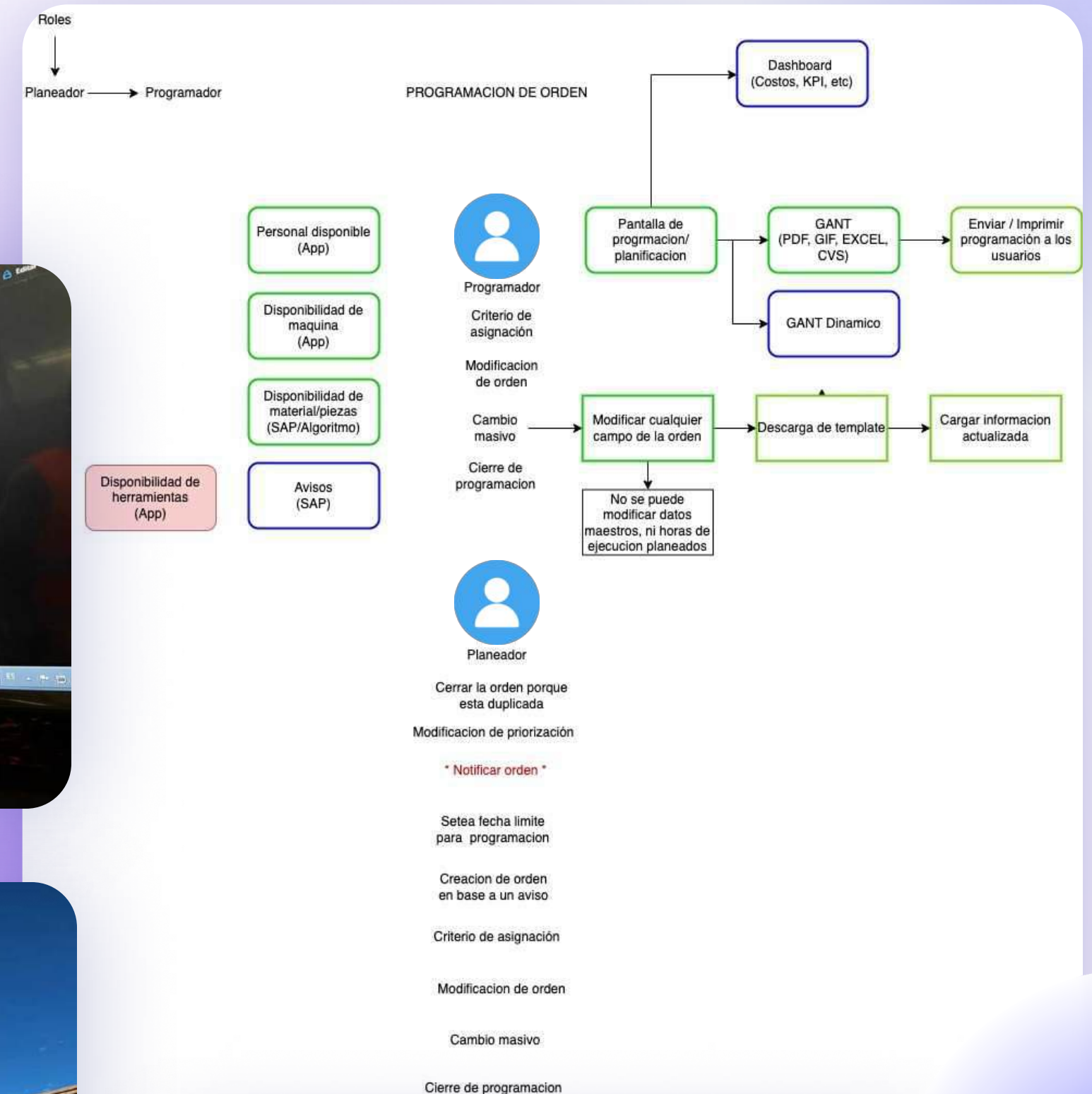
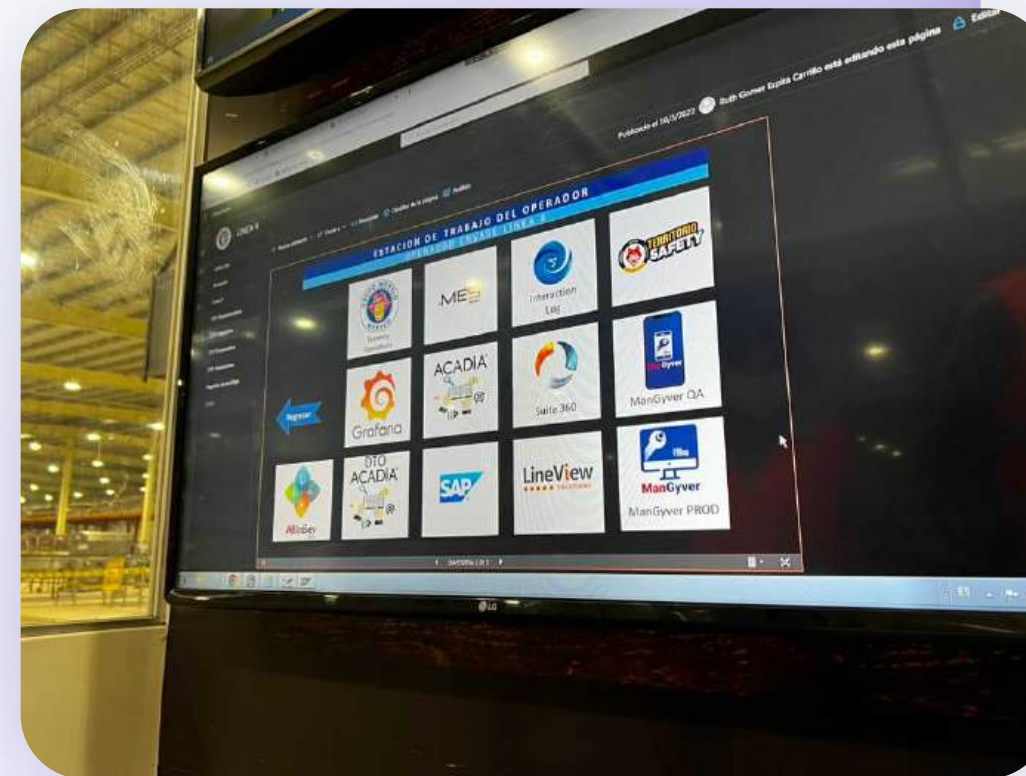
Phase 1 Research

The project aimed to optimize **ABInBev's maintenance workflows**. Research focused on understanding user pain points in complex scheduling systems.

Interviews, competitor analysis and surveys.

For this phase, an initial analysis of the current process in the breweries was conducted. A face-to-face meeting was held with stakeholders, developers, maintenance area planners, among others.

This meeting took place at the CDMX and Hidalgo plants during a week-long workshop to analyze the current process, identify areas for improvement, as well as the users' needs and pain points.

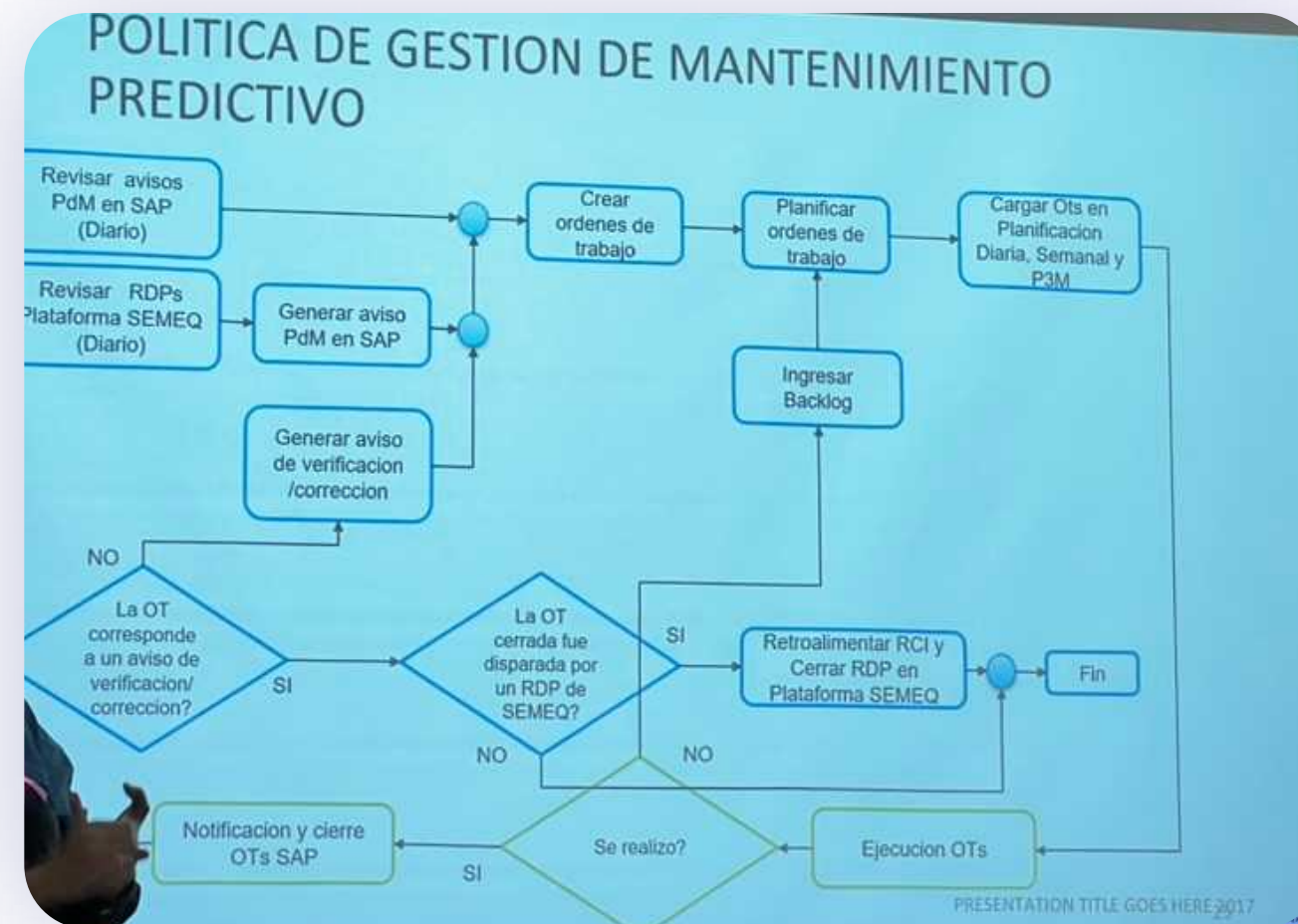


Findings

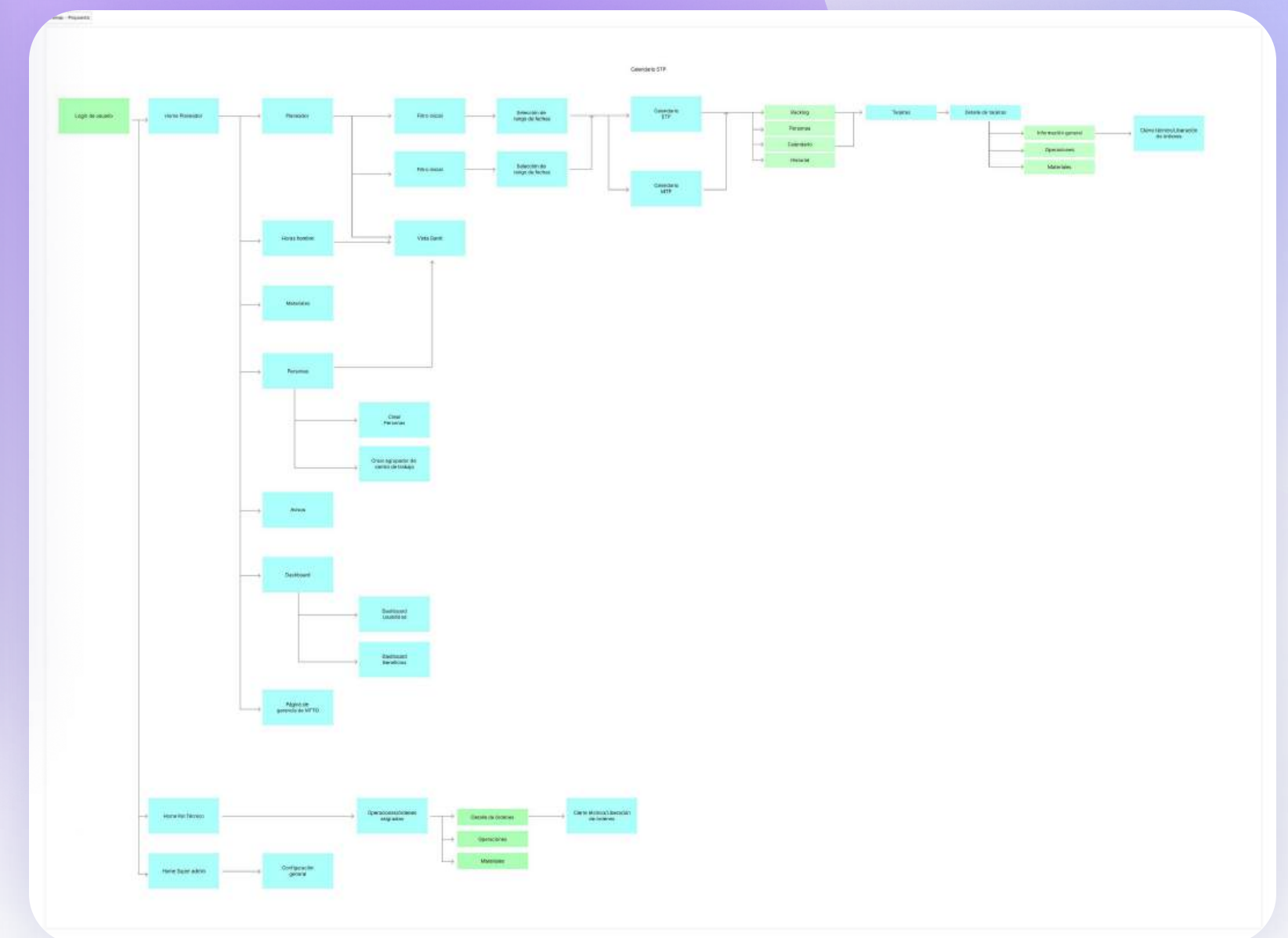
It was found that the planning process for maintenance tasks can be optimized, as well as the need for a quick filtering panel, selection of maintenance periods, and the ability to intuitively assign the cards containing the maintenance plans.

Additionally, improvements were identified in the user flow, leading to **modifications in the application's structure**, including screen layouts, navigation steps, and overall interactions.

These changes were made to streamline processes, enhance **usability**, and ensure alignment with the needs of both **end users and business objectives**.



Discovery (on-site and remote) of the rules and process with Stakeholders

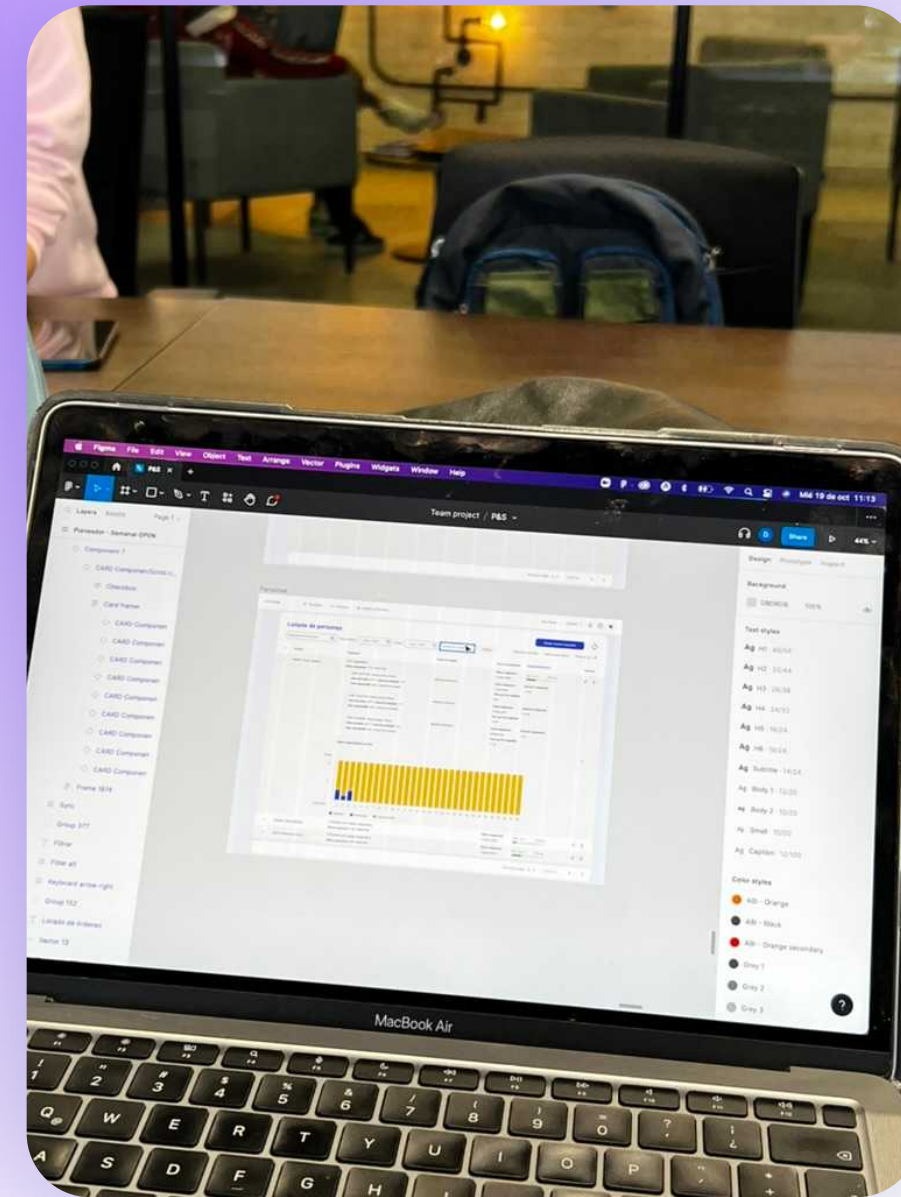
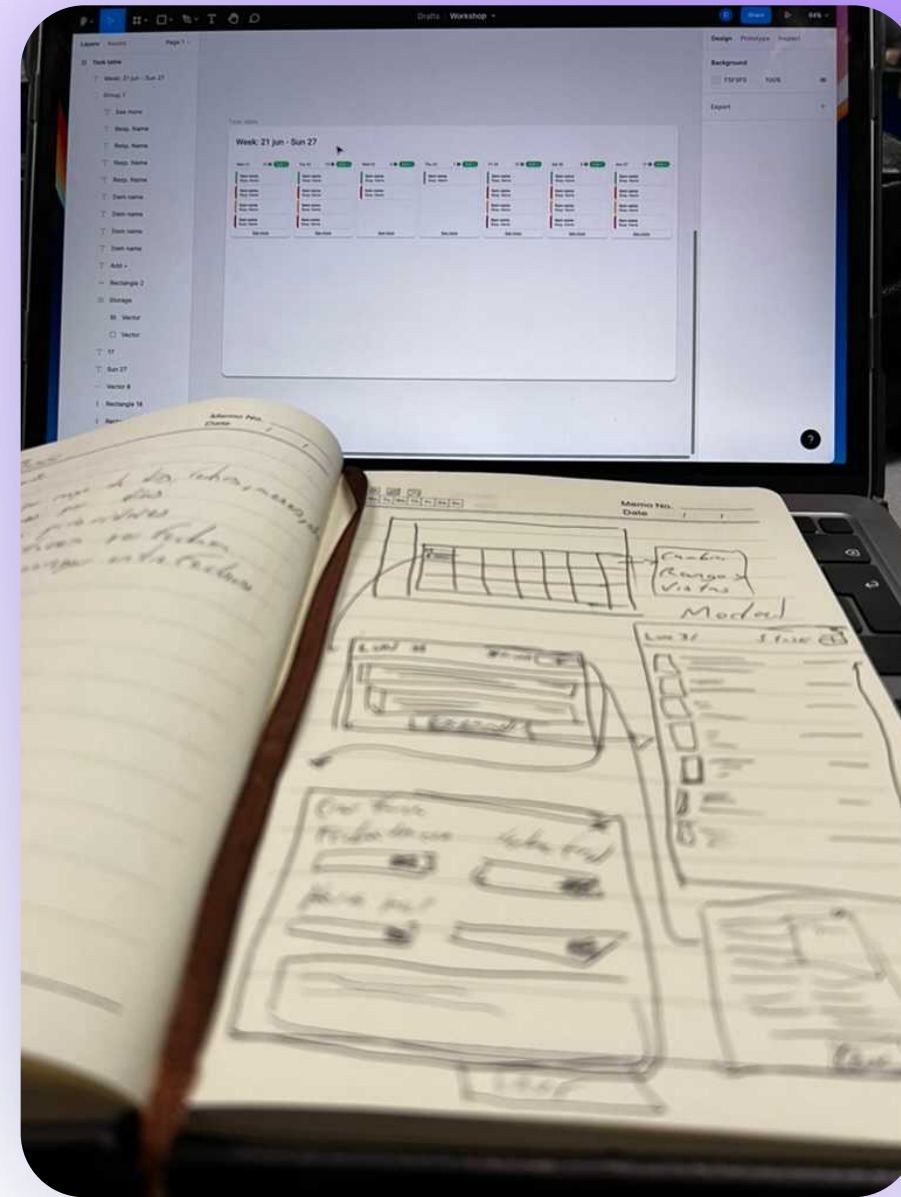
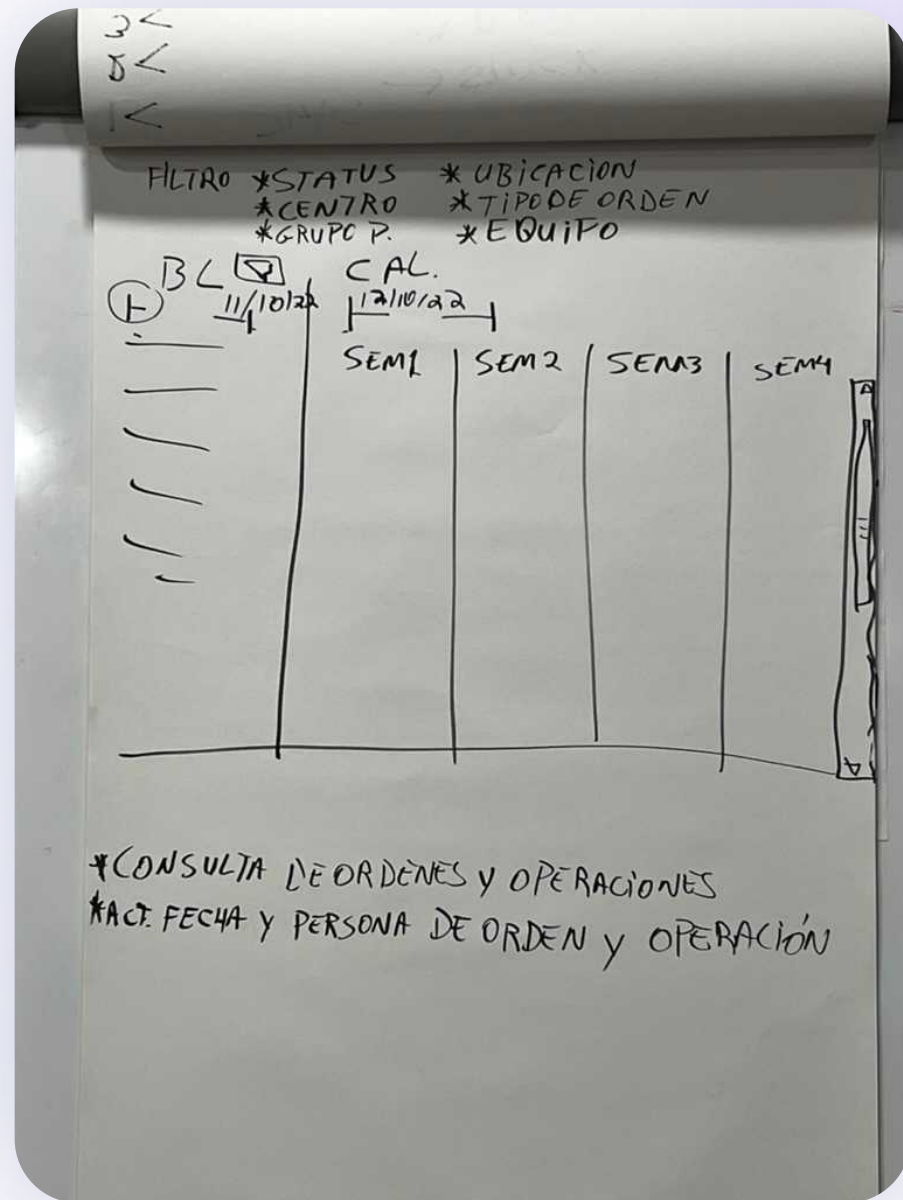
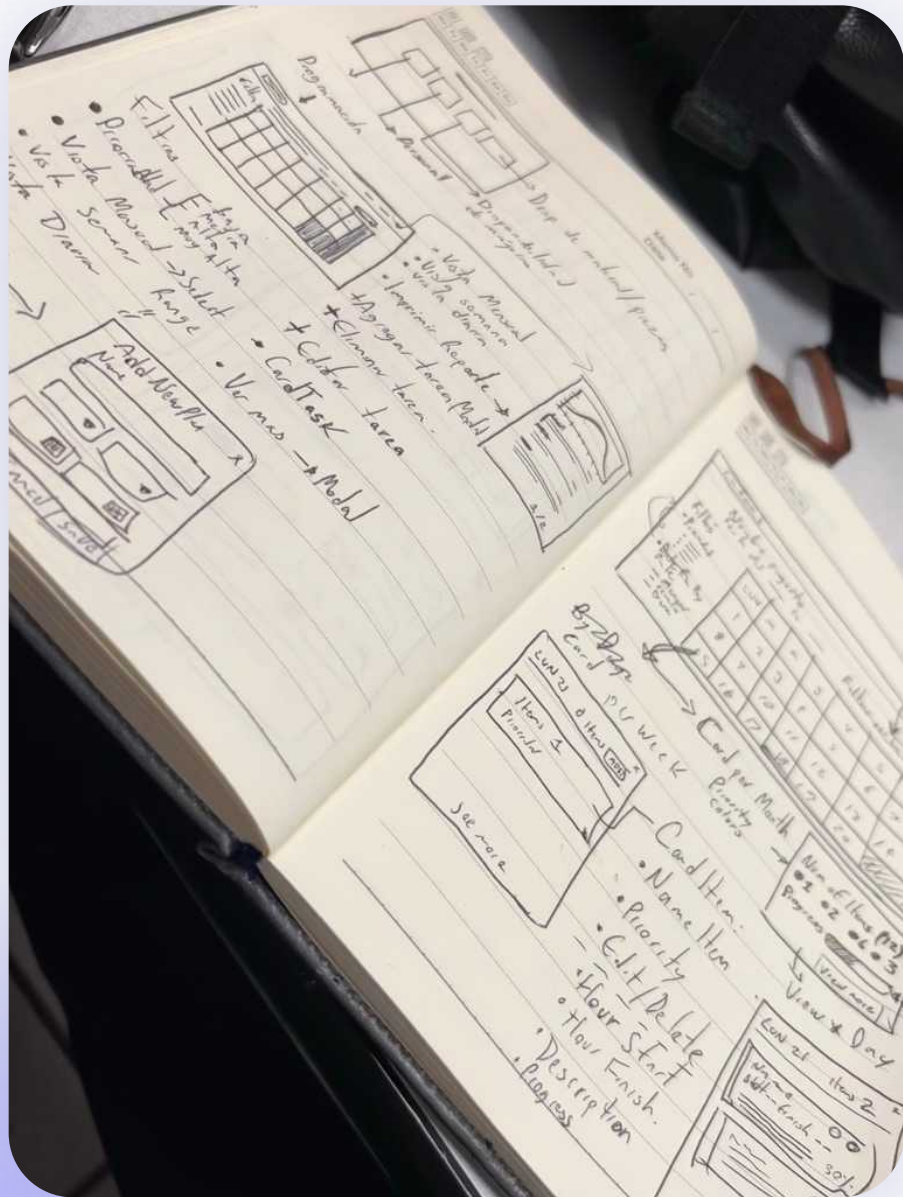
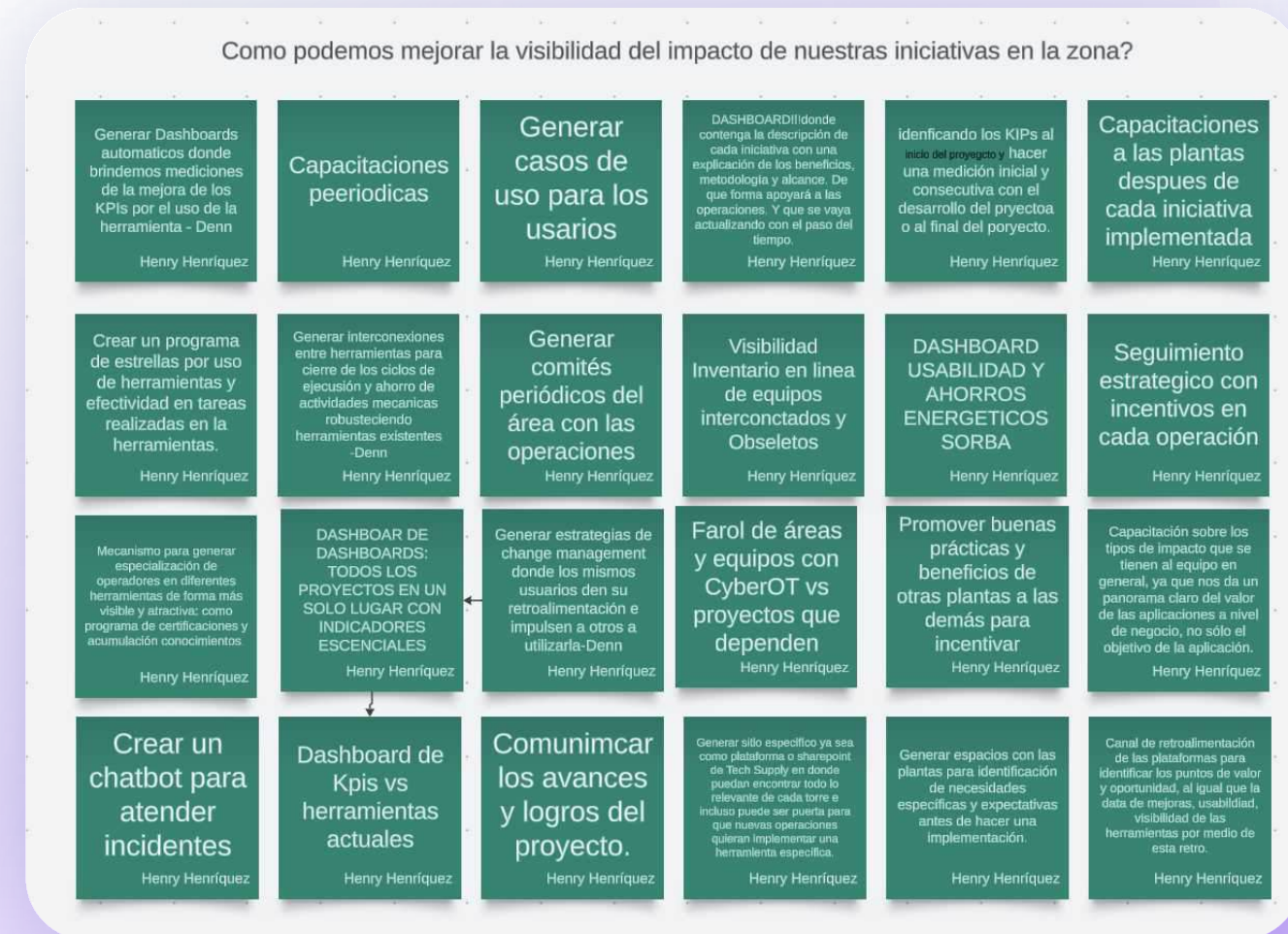




Phase 2

Ideation

Brainstorming sessions with stakeholders helped generate ideas for addressing user needs. I created low-fidelity wireframes to visualize concepts.



Phase 3

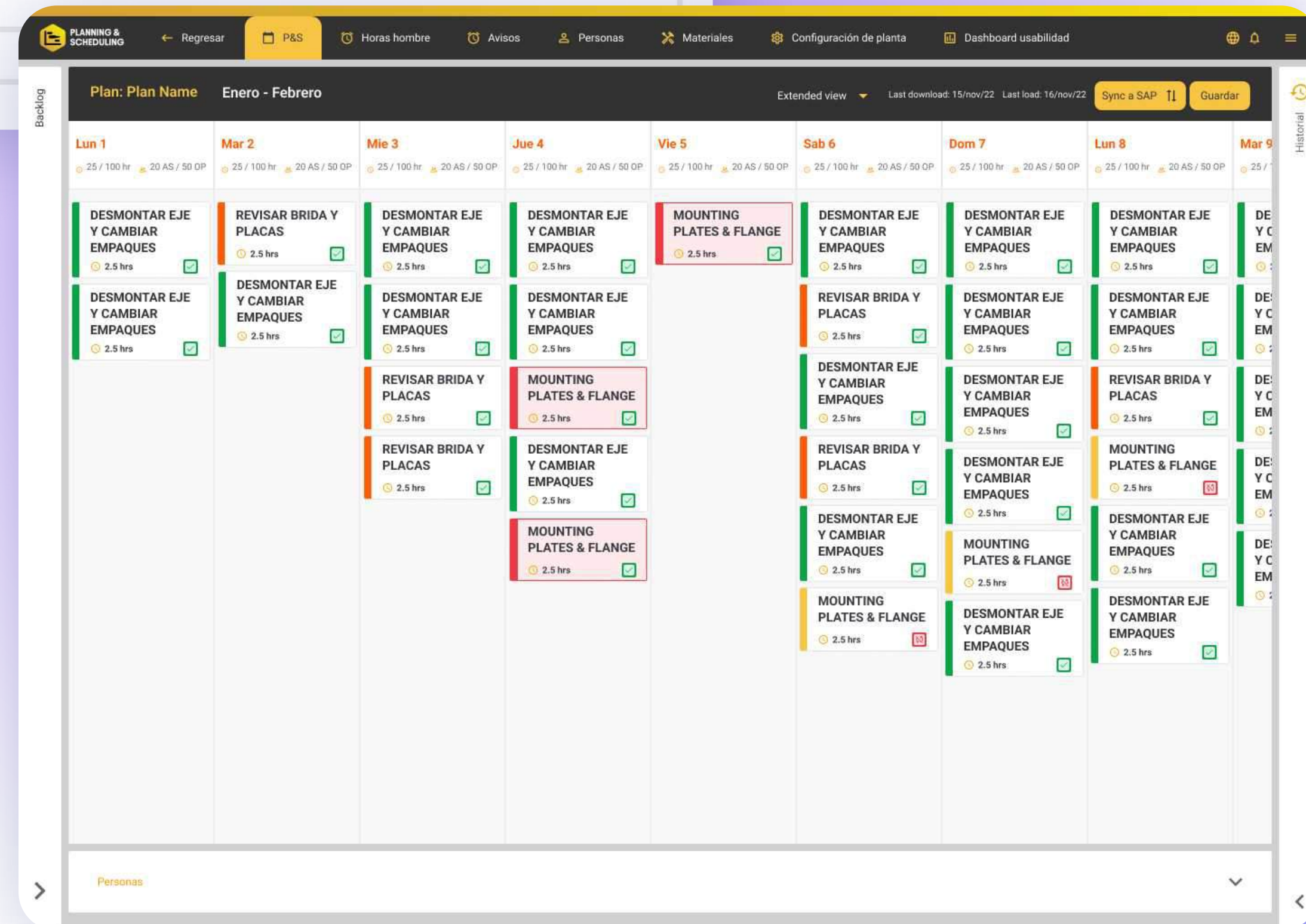
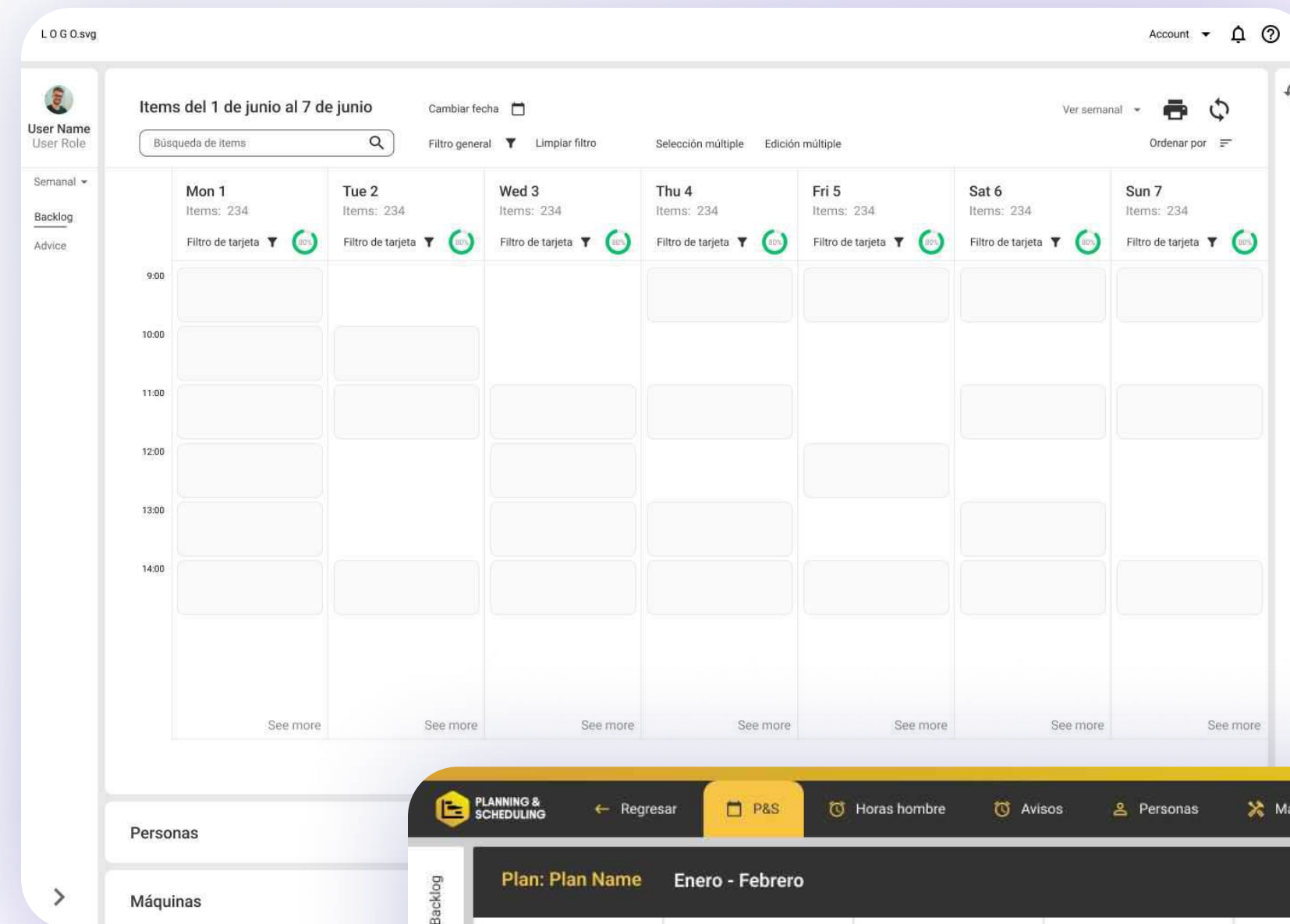
Prototyping

Created mid-to-high-fidelity prototypes focusing on usability and real-time task updates. Iterative testing ensured alignment with user expectations.

To validate the prototypes, a workshop was conducted in the **Dominican Republic** in collaboration with the development team, technology directors, maintenance supervisors, and maintenance planners at the **Cervecería Nacional Dominicana** plant.

Additionally, we defined the application's visual style to align with **ABInBev's branding**, ensuring consistency across the product while maintaining a user-friendly interface.

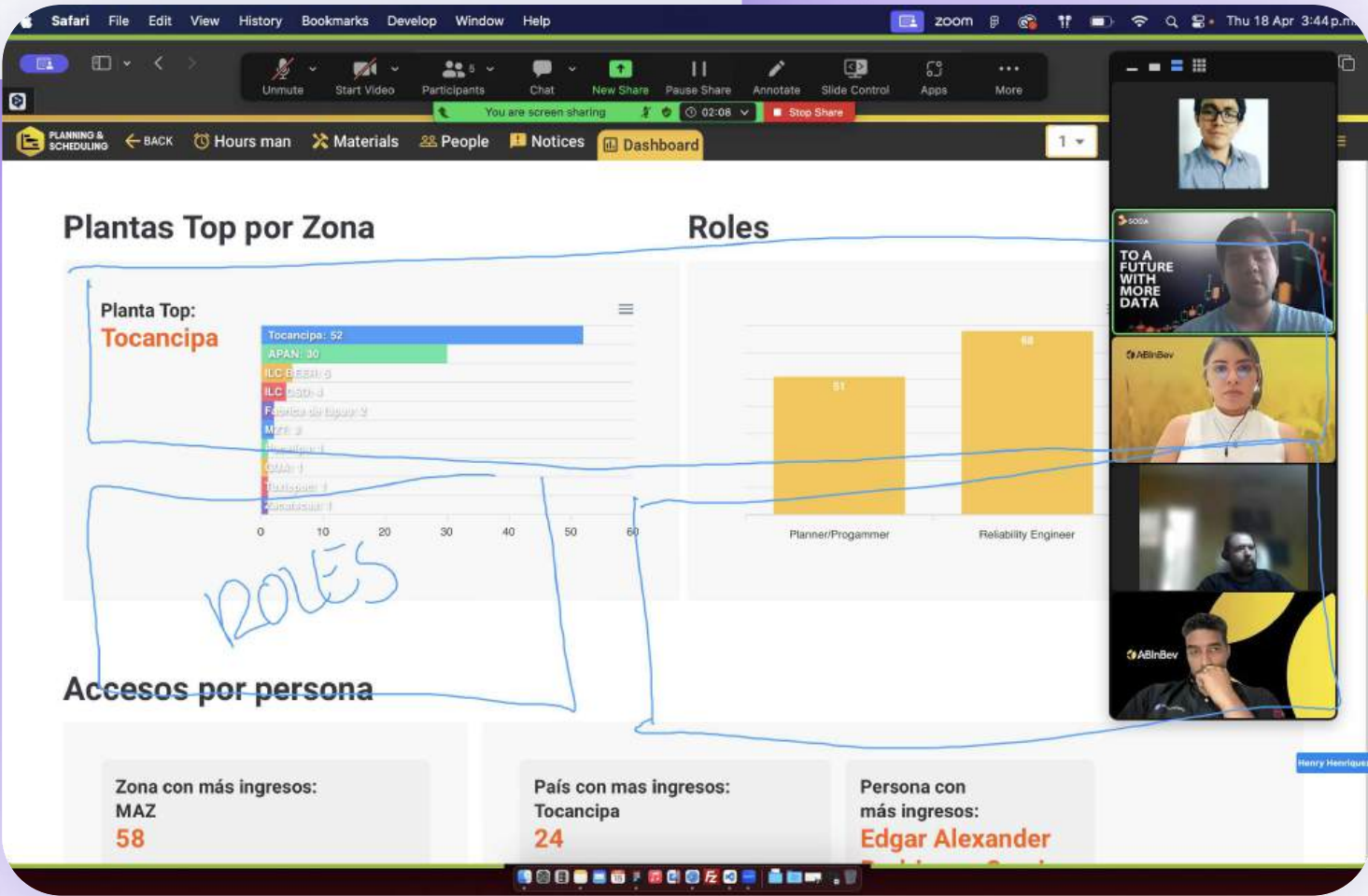
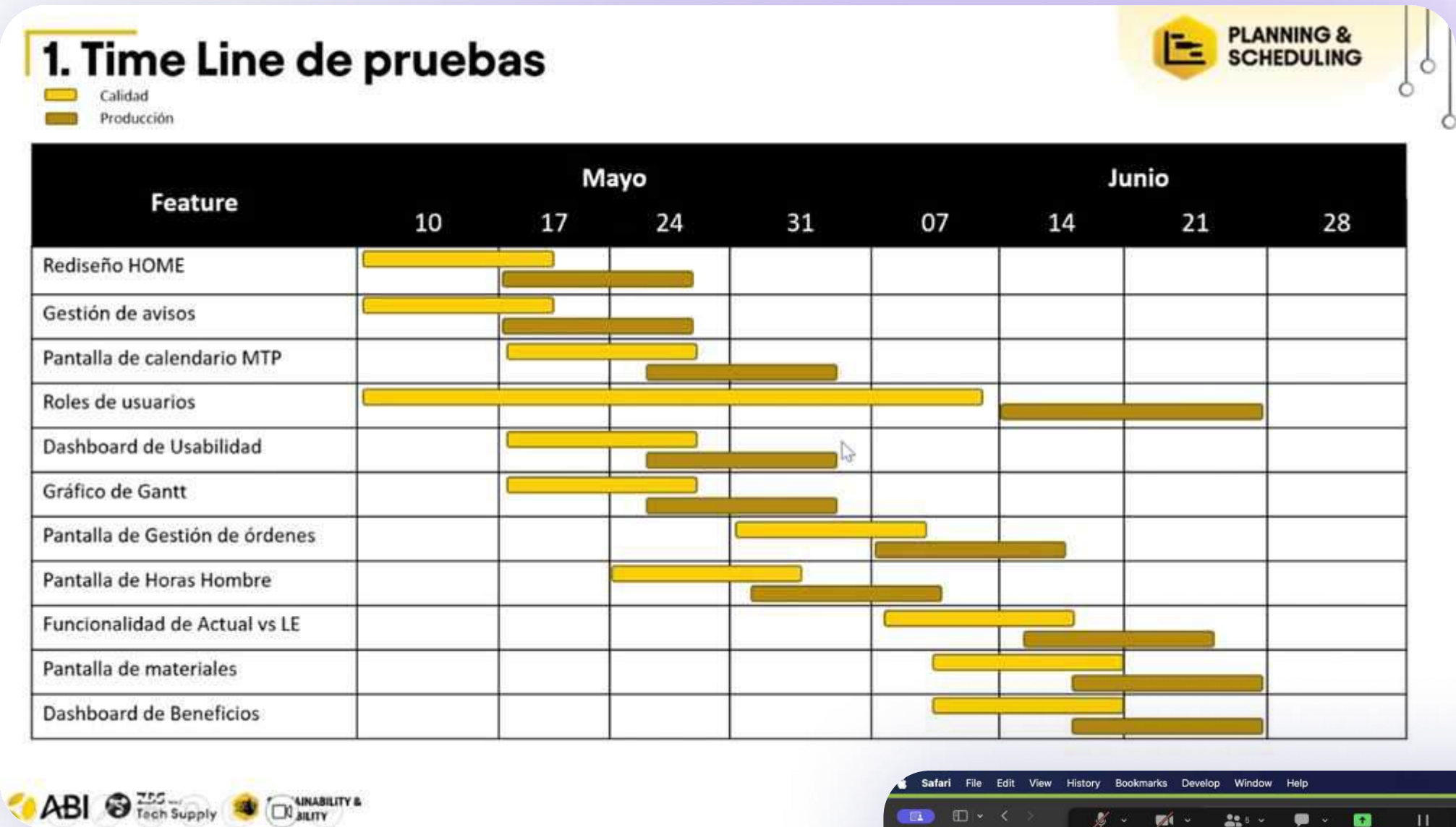
From low to high fidelity



Testing planning

A comprehensive **testing plan** was developed to guide the validation process with stakeholders. This plan included clear objectives, testing methods, and specific user scenarios to assess the usability and functionality of the prototypes.

We made sure to involve **key stakeholders** such as **maintenance supervisors, planners, and technology directors**, ensuring their input was crucial in evaluating the design’s alignment with **real-world needs**.





Phase 4

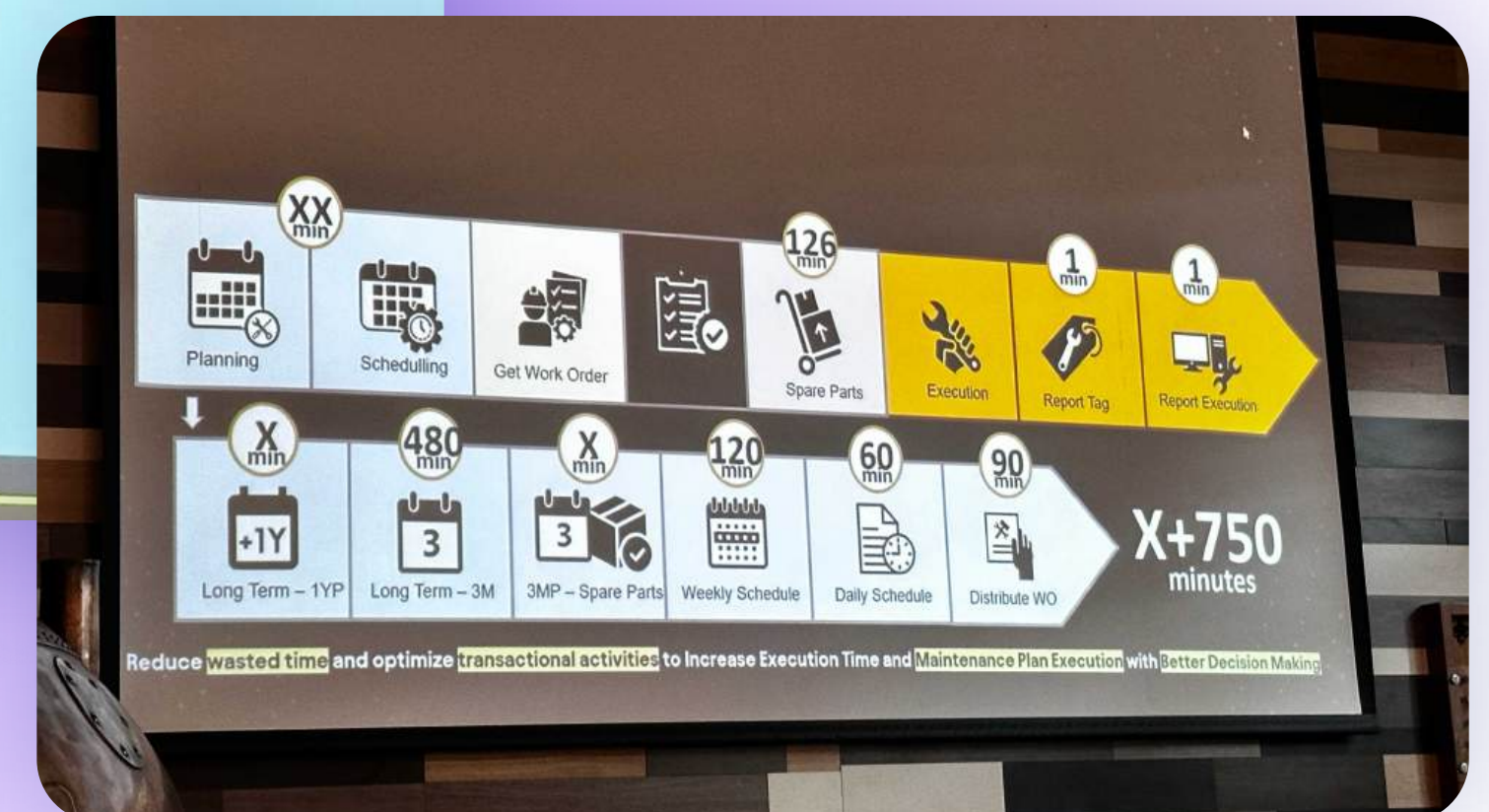
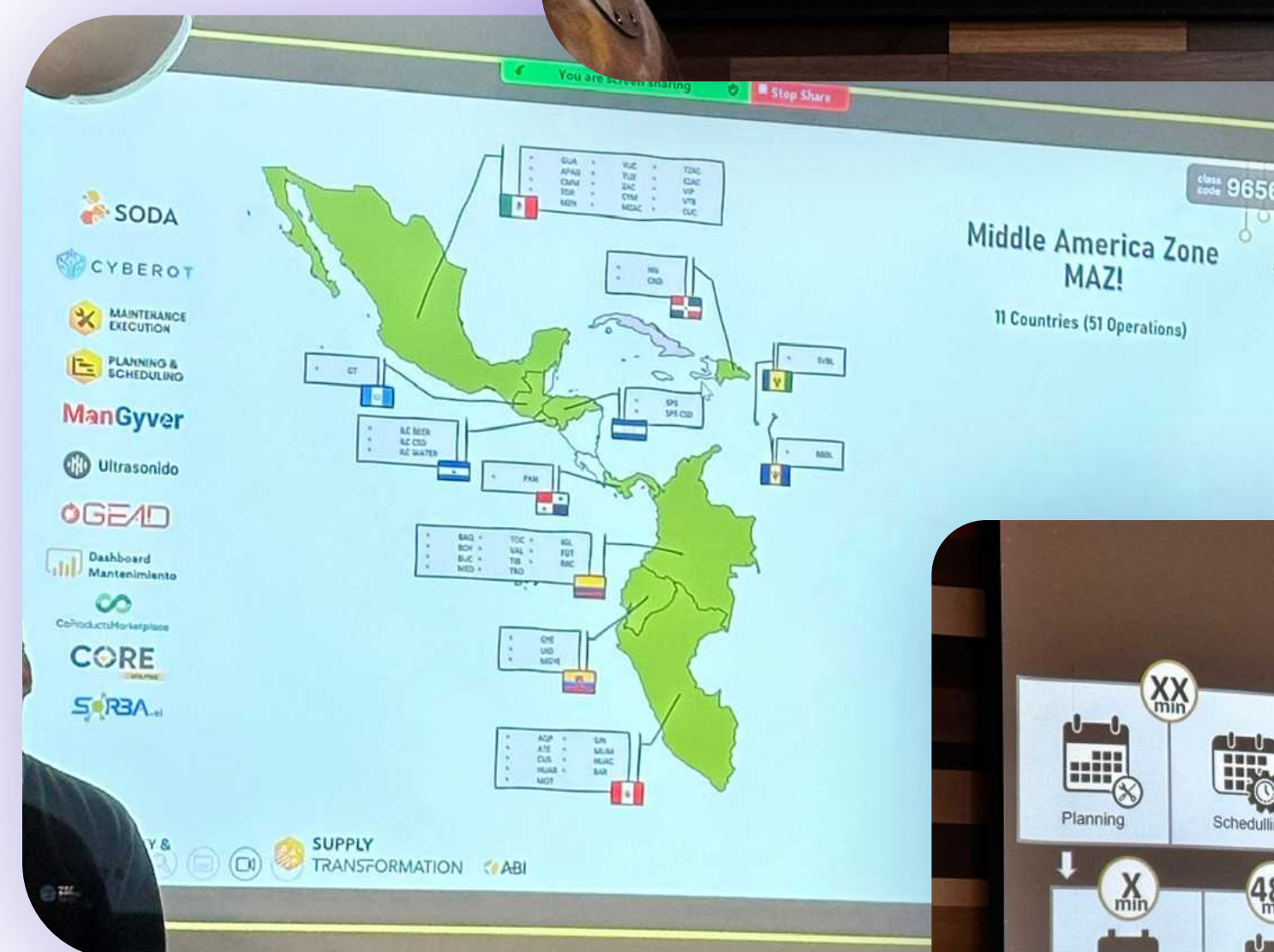
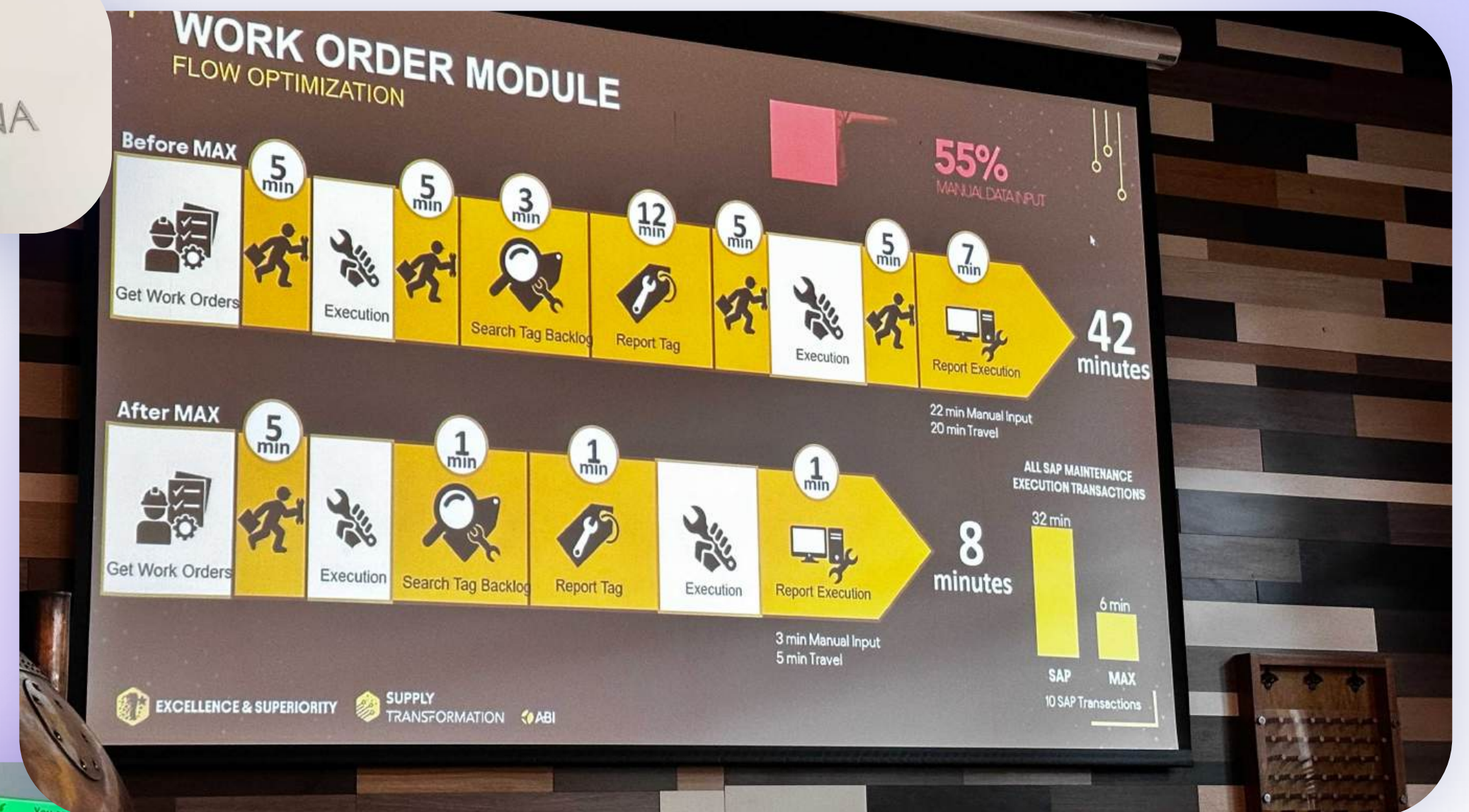
Testing outcomes

Testing resulted in a significant reduction in task completion times, **from 42 minutes to just 8 minutes**. The implementation of real-time updates proved to be crucial for improving efficiency and streamlining workflows.

Initially deployed in the **Middle Americas Zone** region, the application was rolled out in Mexico and **Santo Domingo, Dominican Republic**, with 4 pilot plants.

Following **its success**, the application expanded to plants in **Colombia, Ecuador, and El Salvador**.

Looking ahead, the plan is to extend the application to **Europe and Africa by 2026**, further broadening its impact and capabilities across **global operations**.



Project 3



2024

Application for analysis, usage prediction, purchasing,
and tire inventory management for large fleets.

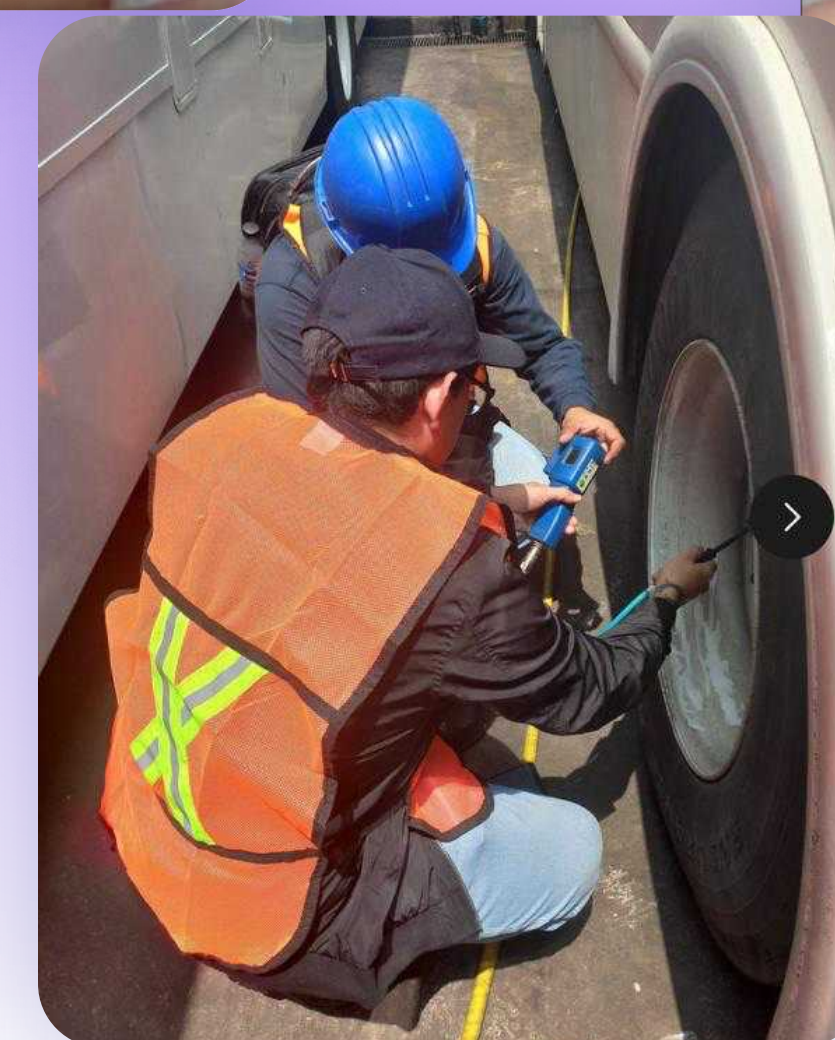
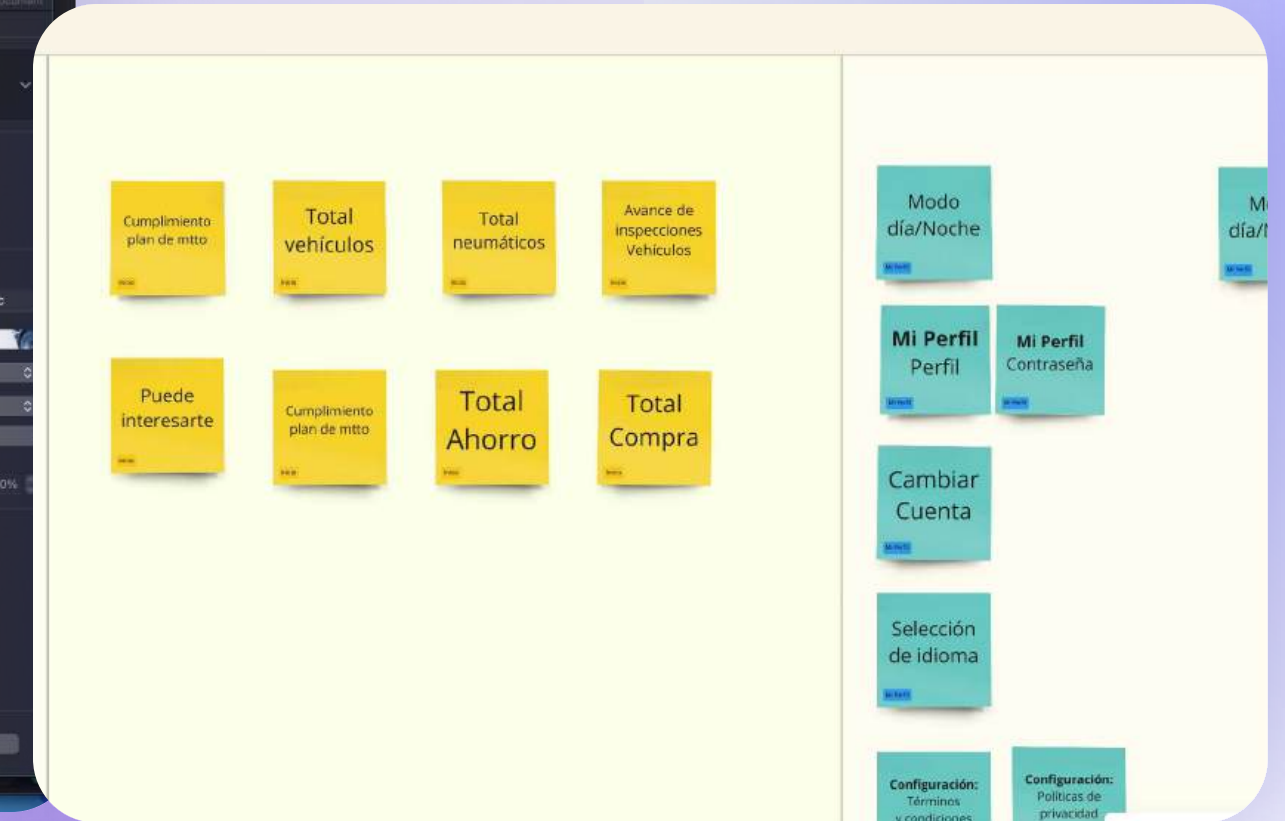
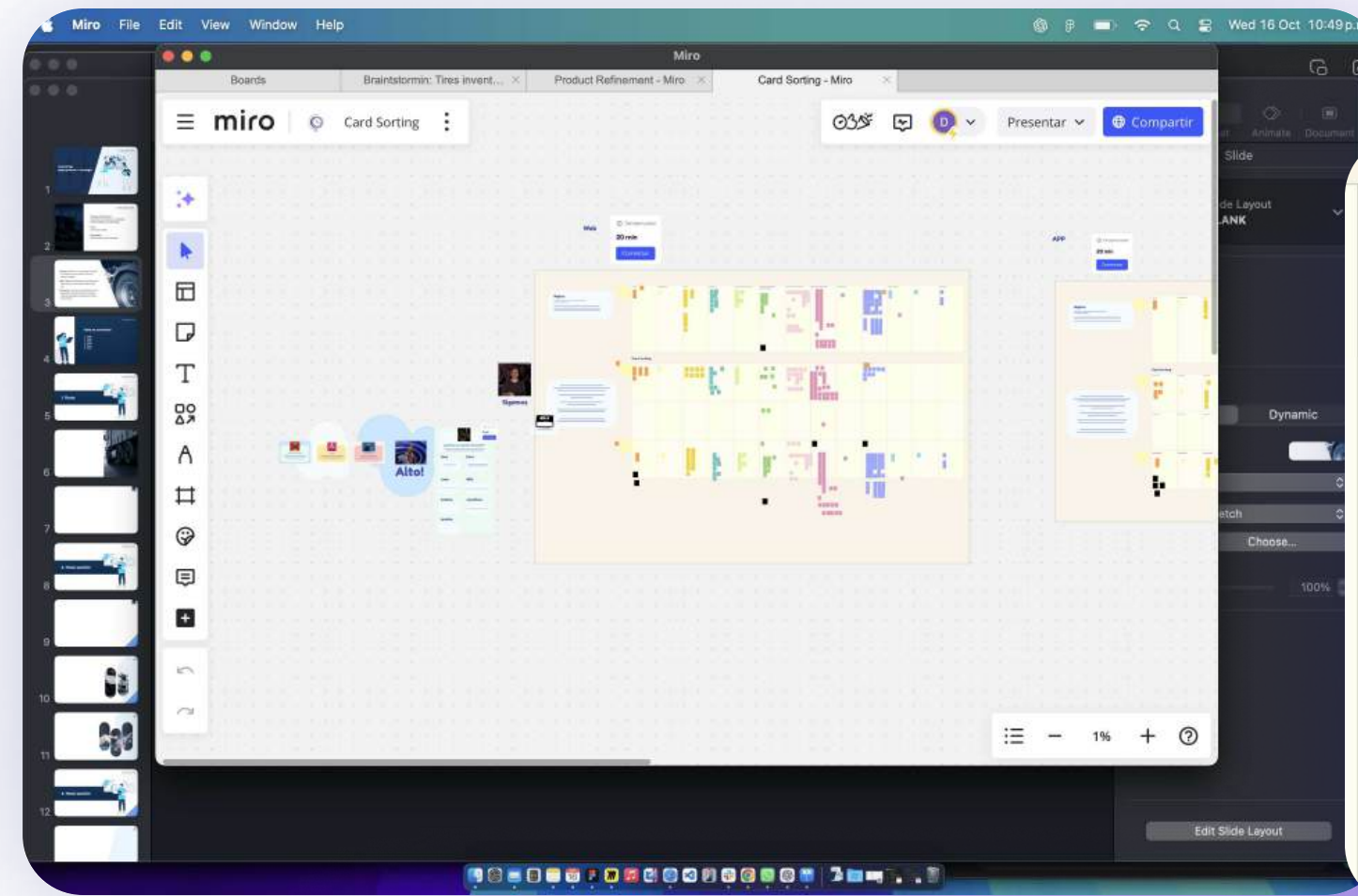


Phase 1 Research

I conducted a **card sorting workshop** with stakeholders to identify and prioritize the most critical features for the Lite app. This collaborative exercise allowed me to gain insights into which functionalities were essential for users while identifying areas that could be simplified or omitted without compromising the app's effectiveness.

To complement the workshop, I carried out **user interviews** with existing app users to better understand their needs, pain points, and expectations for a Lite version.

These conversations provided me with **valuable qualitative insights** into the specific features users relied on the most, as well as areas where they experienced challenges.

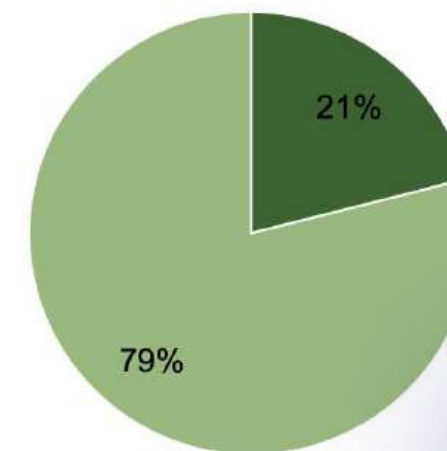
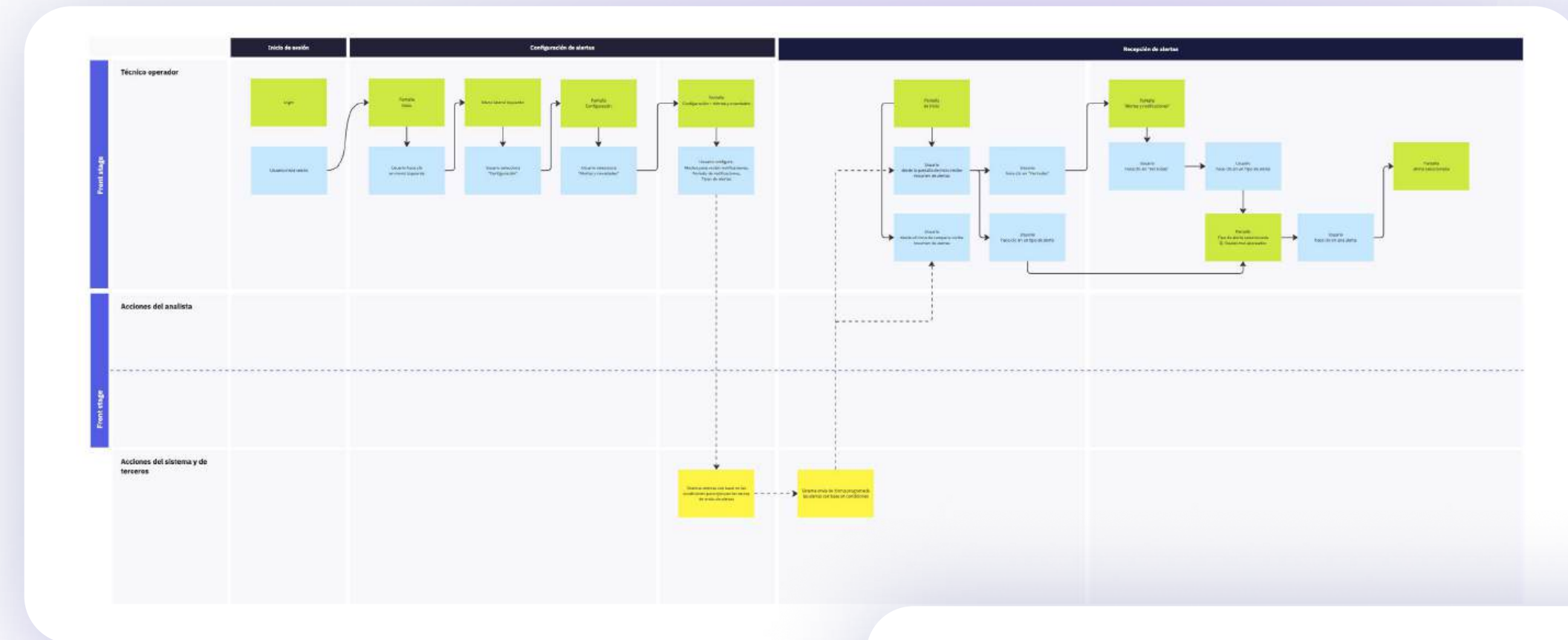


Phase 2

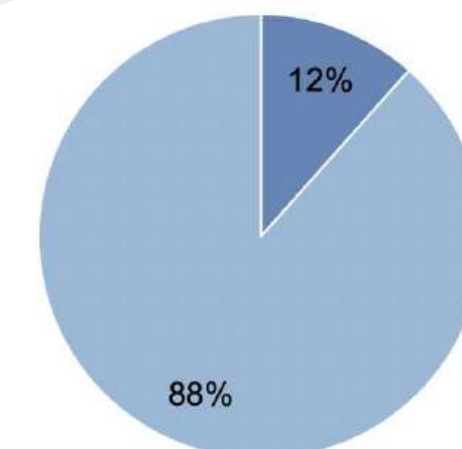
Ideation

I created a **service blueprint** to map out the processes within the platform's sections and **identify opportunities** to streamline them for the **Lite version**. This approach helped me visualize the end-to-end user journey and determine which features could be reduced or simplified while still meeting user needs.

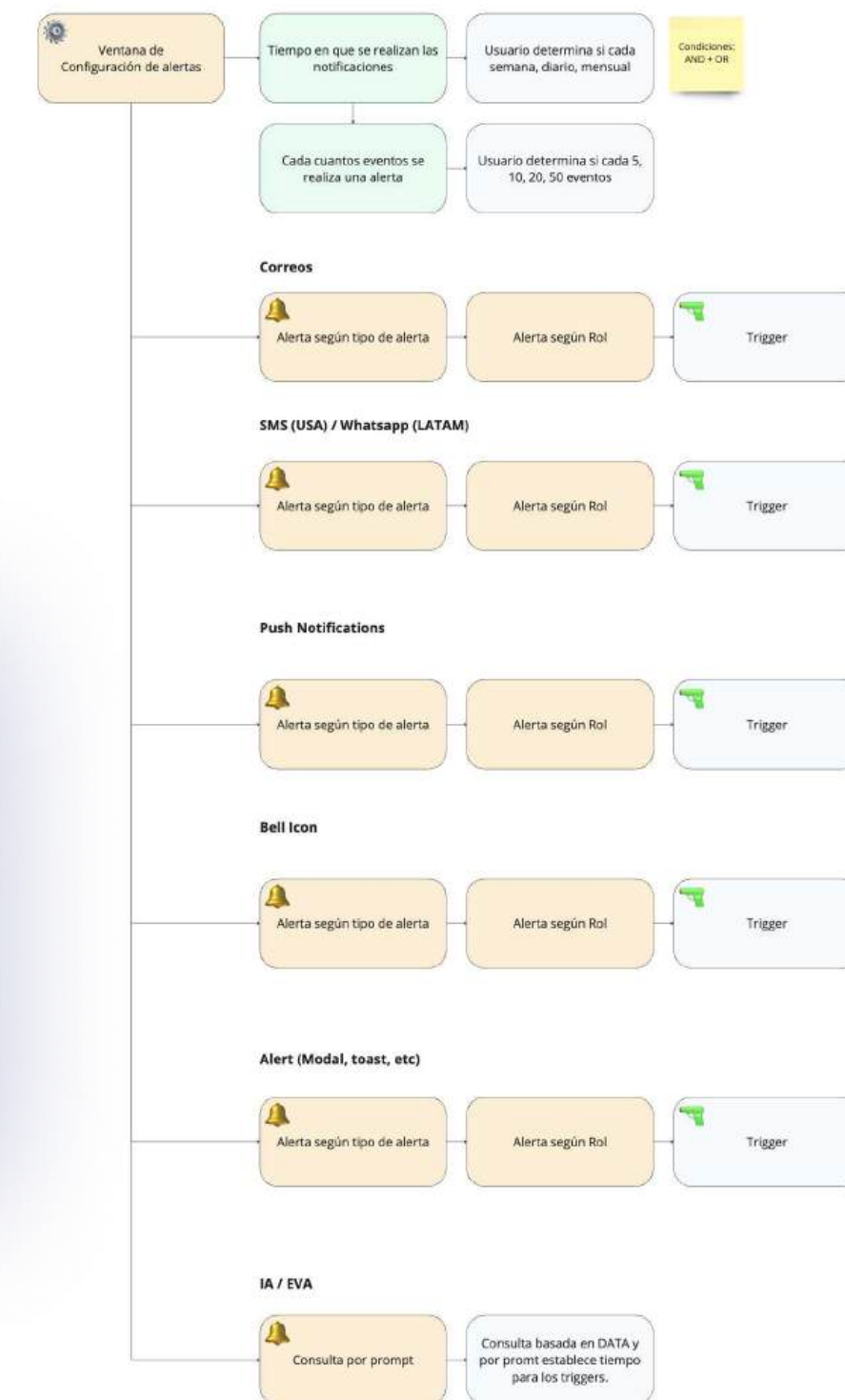
As part of this process, I analyzed the types of **alerts available in the Lite version**, focusing on pre-configured alerts that addressed the most critical user needs. Meanwhile, I envisioned that a **Premium version** would include more advanced customization options, allowing users to configure alerts based on specific requirements. This balance ensured that the Lite version remained **simple and efficient** while leaving room for more flexibility and functionality in the Premium offering.



El 21% de las ideas están relacionadas con el tema de automatización y el uso de la **Inteligencia Artificial**.



El 12% de las ideas están relacionadas con el tema de personalización de roles.



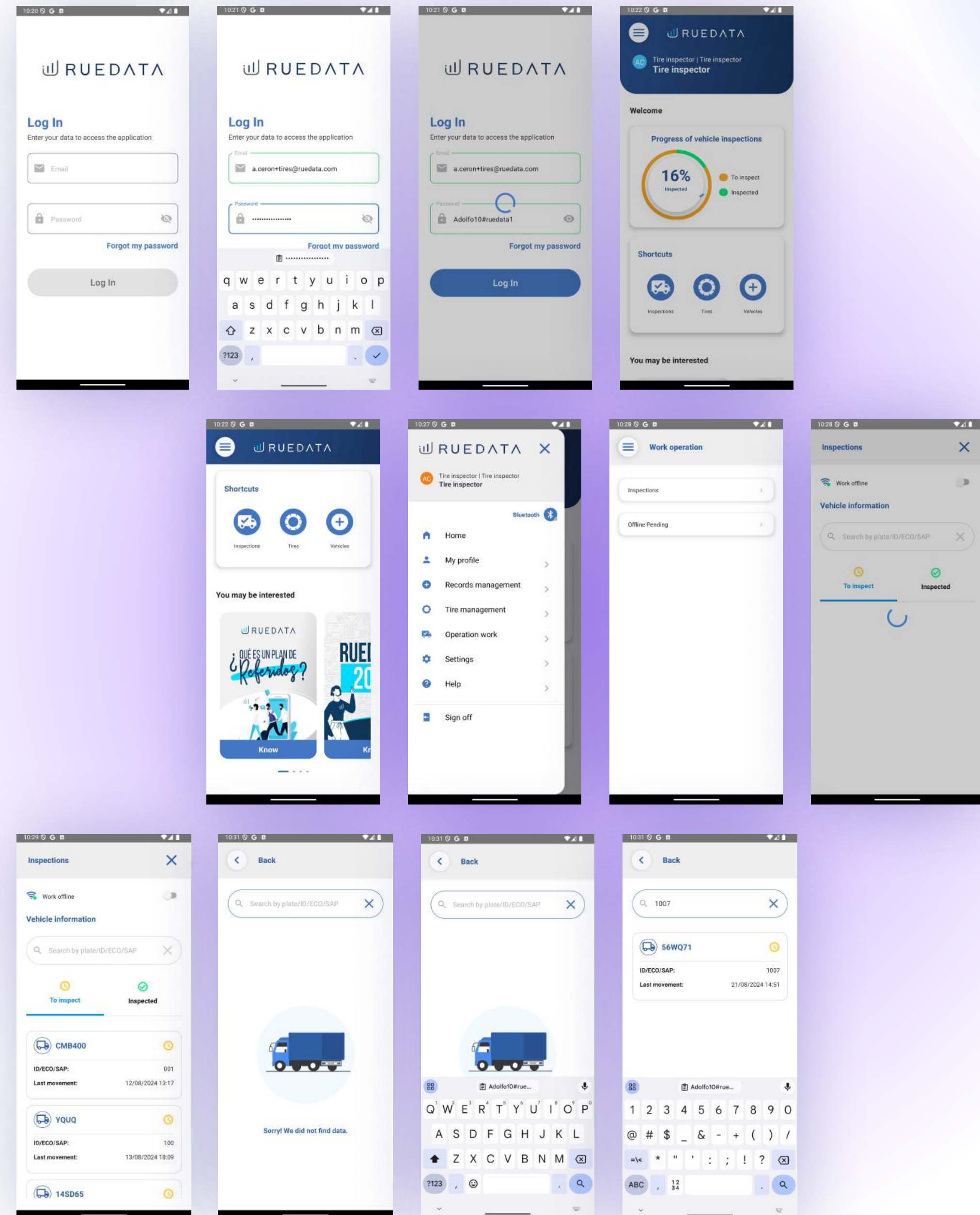


Phase 3

Prototyping

I created functional prototypes using Figma to test the user flow of the **Lite version**, ensuring the design met the needs of users while maintaining simplicity and efficiency.

These prototypes allowed me to simulate interactions and validate the **navigation structure**, ensuring that the most essential features were intuitive and accessible.



Project 4



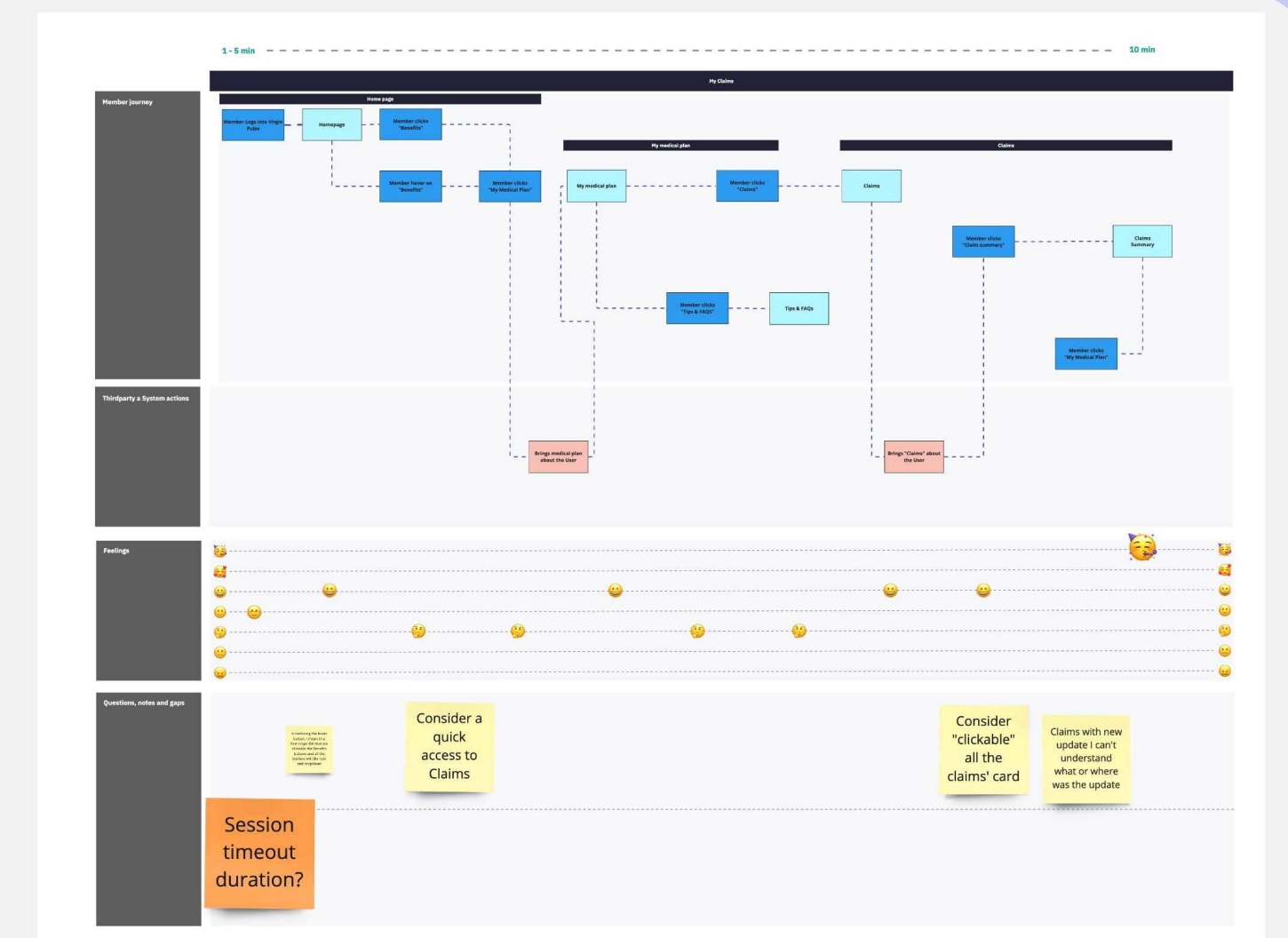
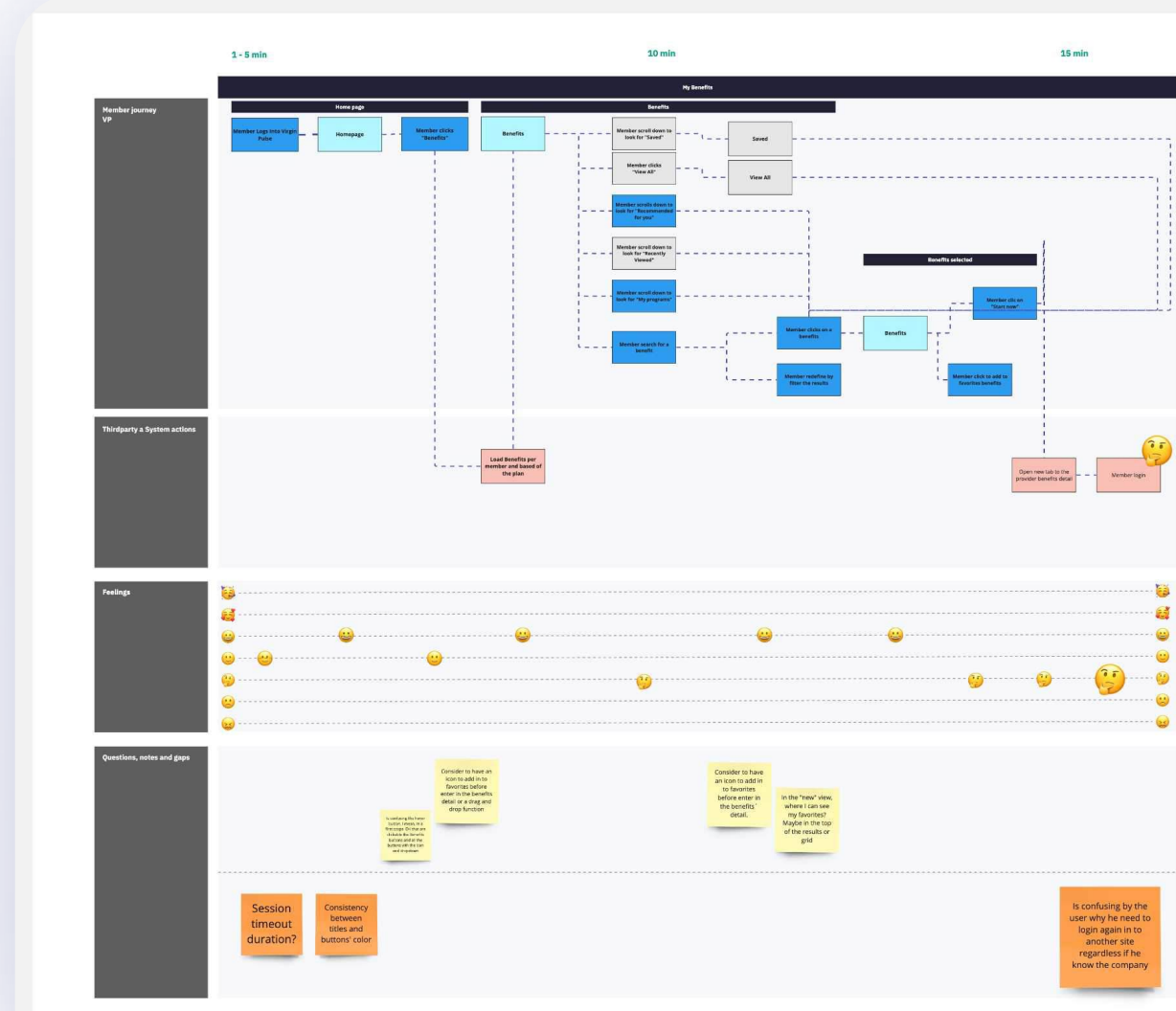
Freelance project - 4 months

Application for tracking medical plans, monitoring expenses according to the contracted plan, payment balance, deductibles and pocket expenses.



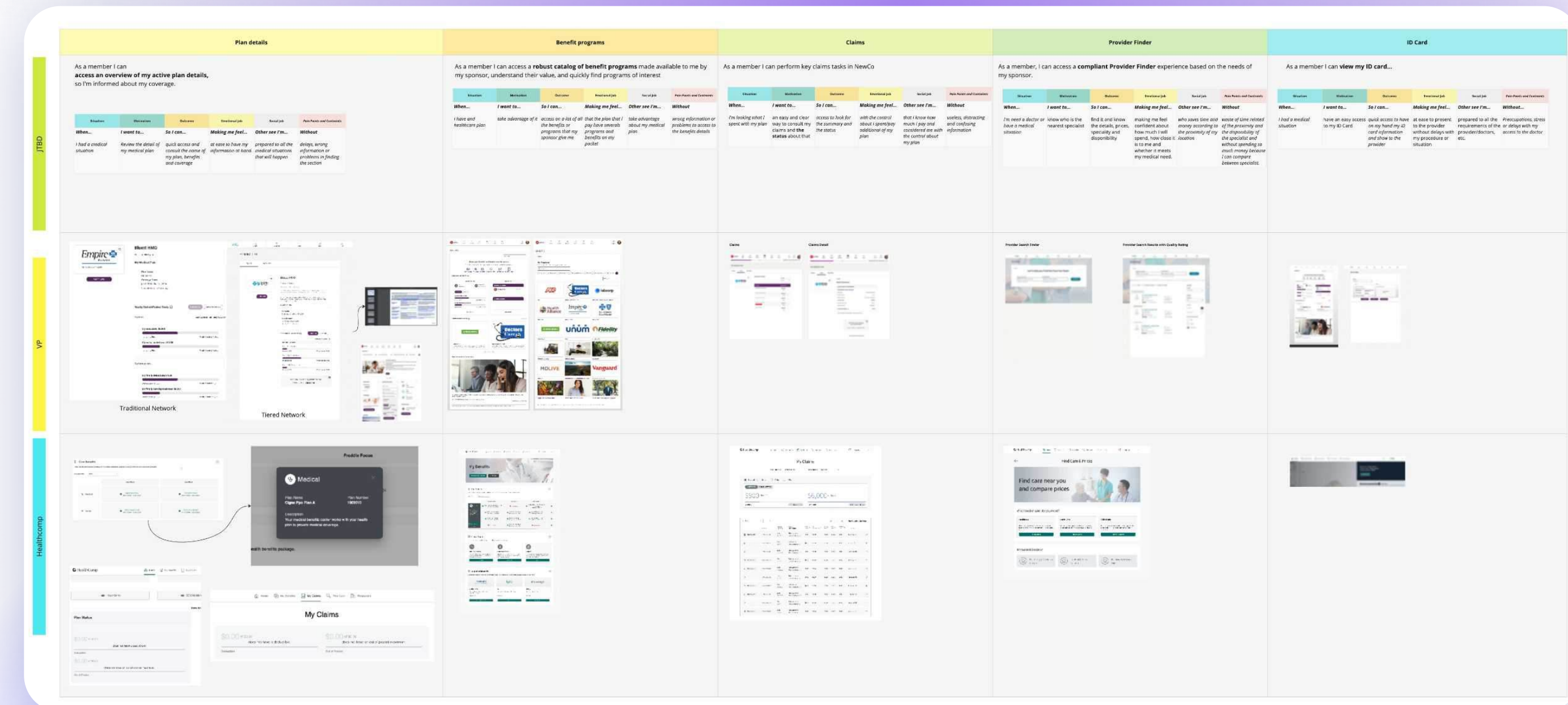
Phase 1 Research

Conducted journey mapping to uncover pain points in health plan management and **card identification** processes. Users struggled with unclear navigation.



Phase 2 Ideation

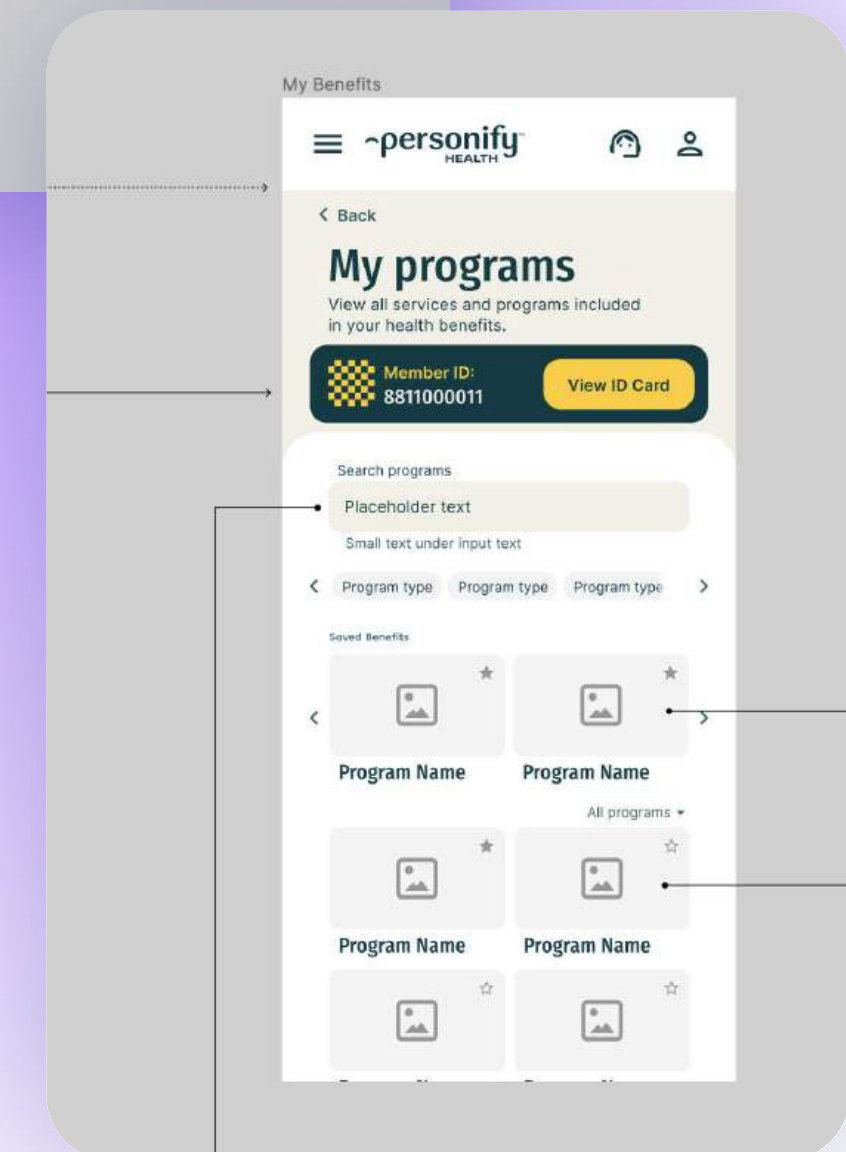
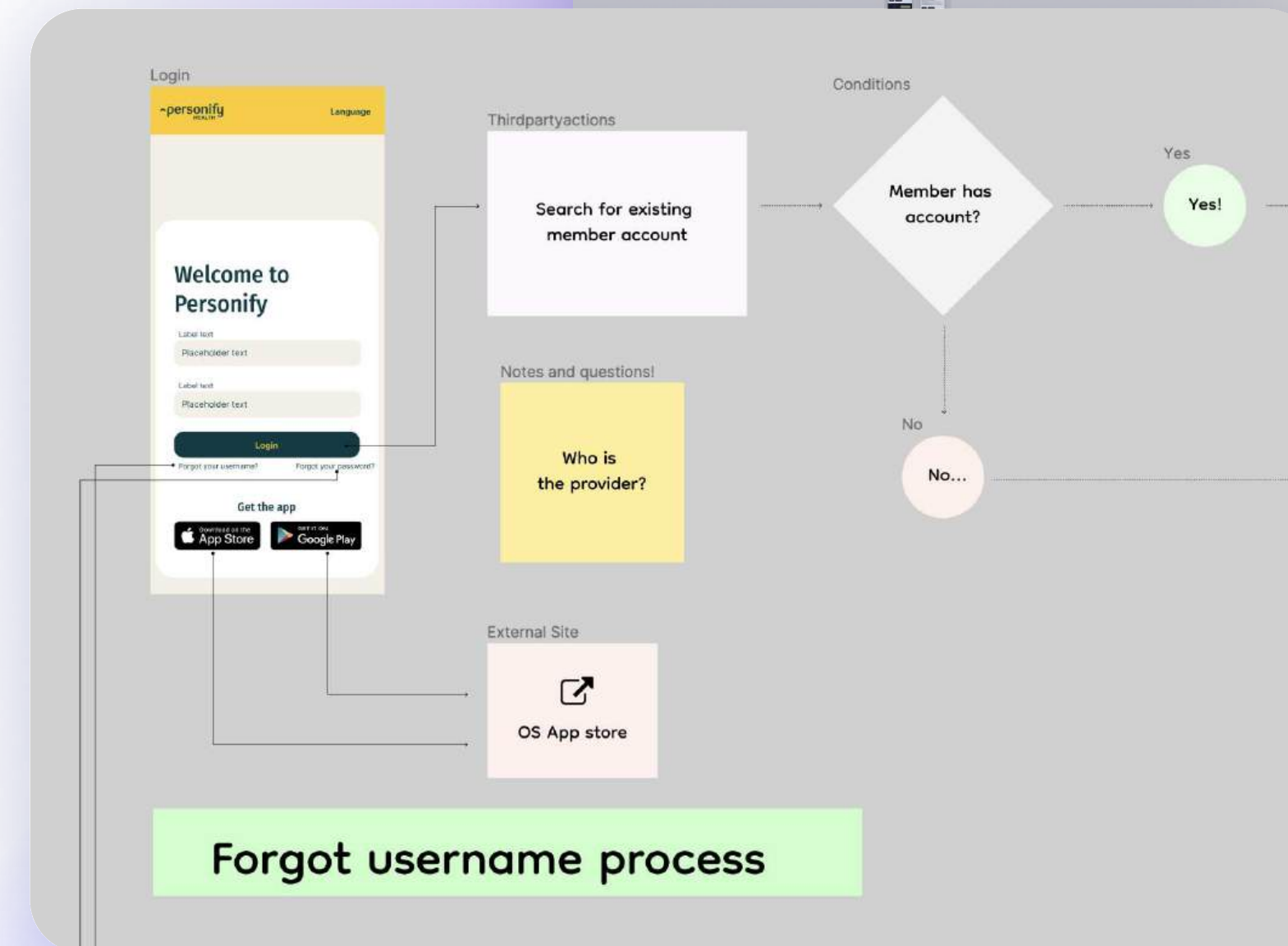
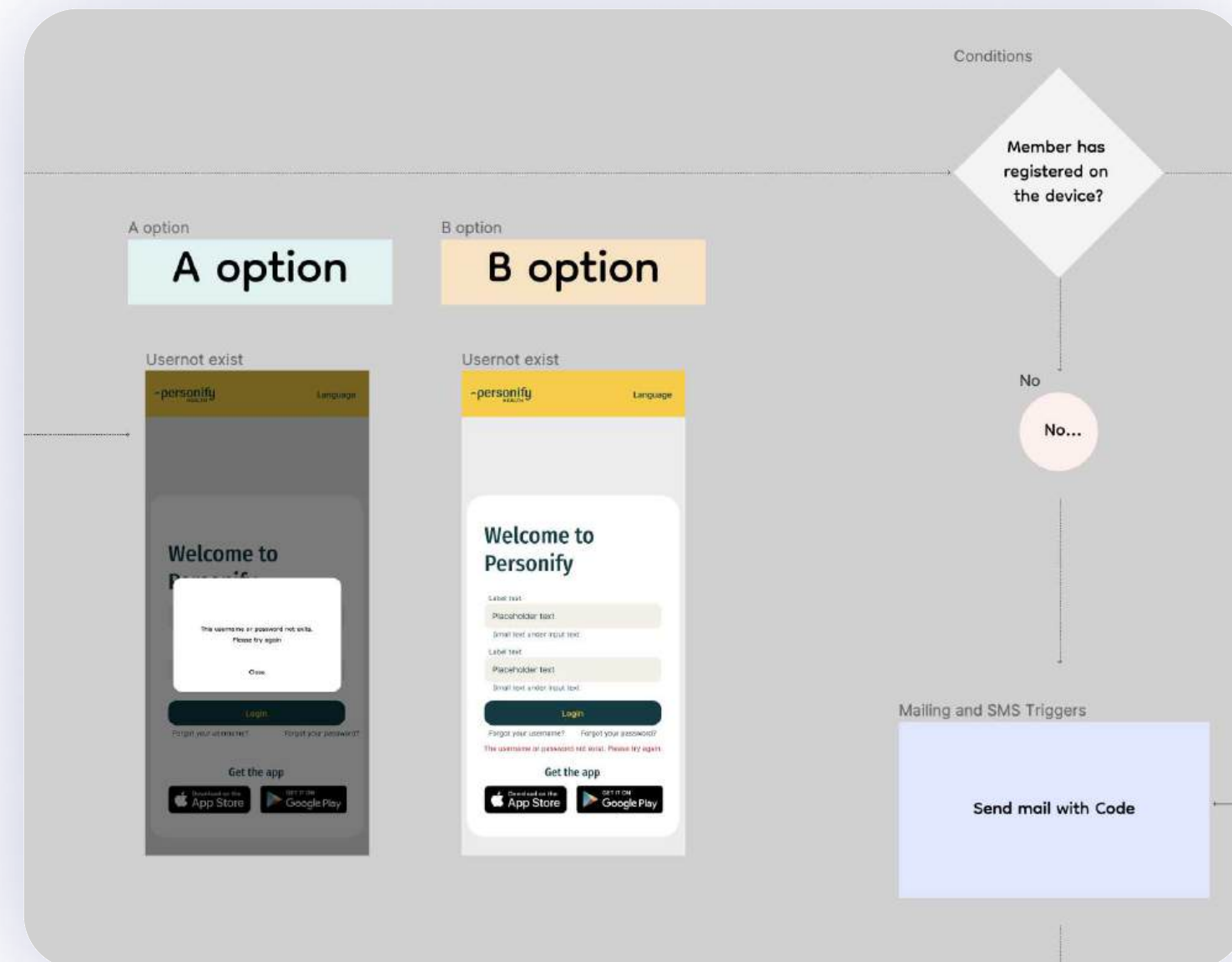
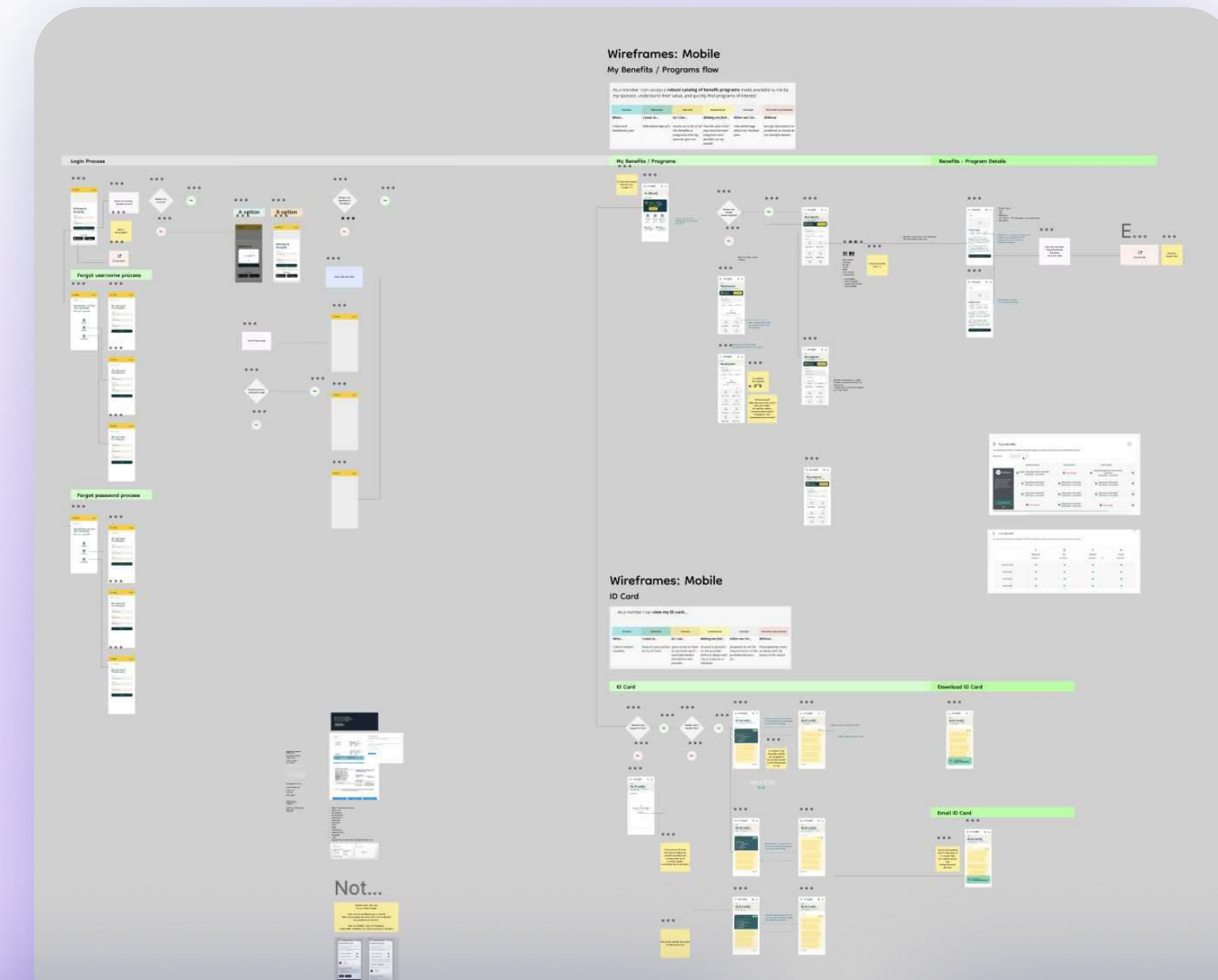
Collaborative workshops with **Virgin Pulse stakeholders** identified solutions, focusing on decluttering the interface and adding contextual help.



Phase 3

Prototyping & Testing

Iterative testing refined prototypes. Key focus areas: clear navigation, reducing cognitive load, and providing accessible information.

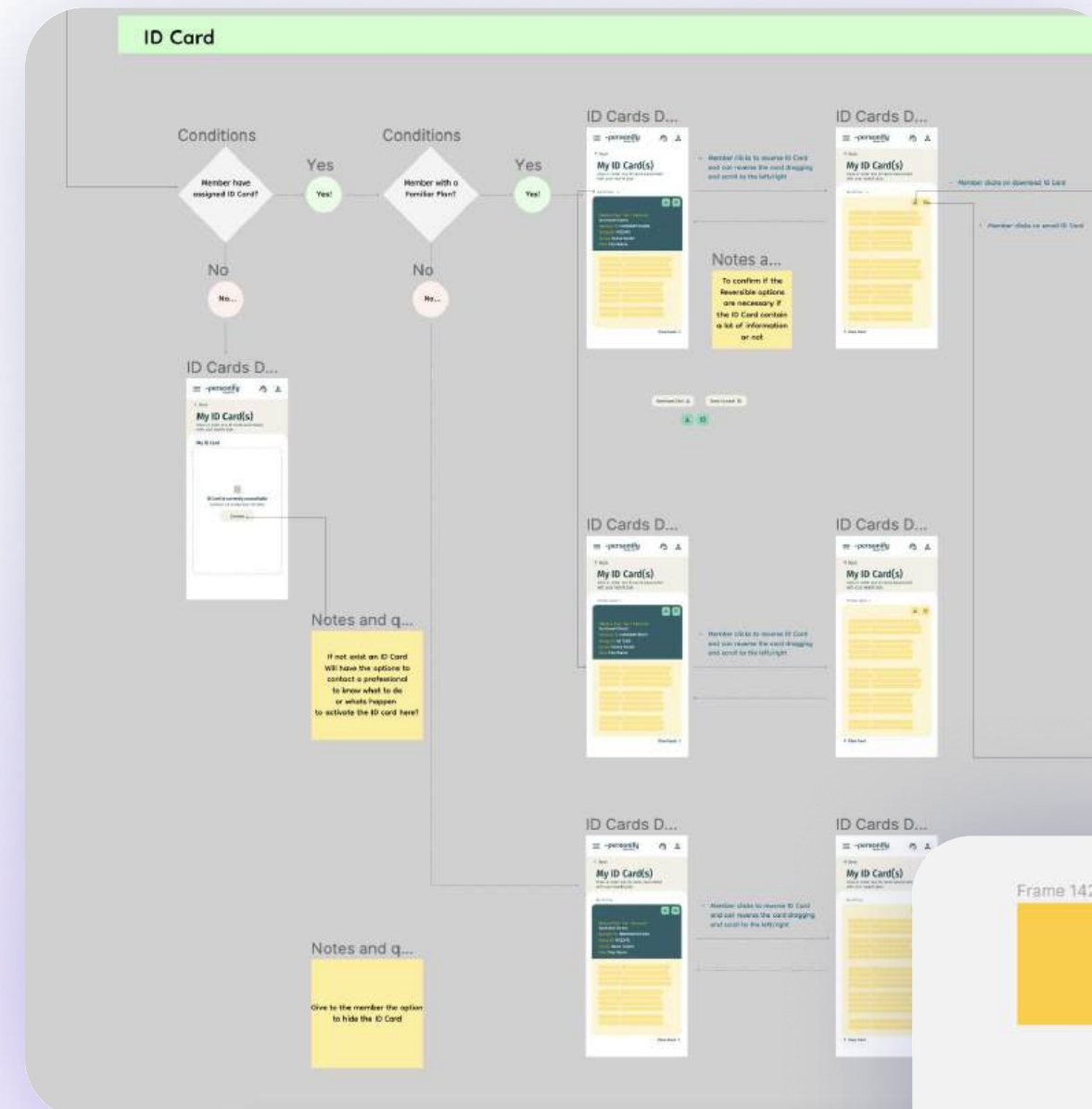




One of the critical elements tested was the **ID Card functionality for the Health Plan**, which needed to be easily accessible and intuitive for users.

I worked on ensuring that the **ID Card** could be quickly retrieved, displayed, and shared, addressing user pain points related to time-sensitive situations, such as accessing healthcare services.

This feature became a cornerstone of the design, emphasizing simplicity and efficiency while meeting user expectations for critical **health-related** tools.

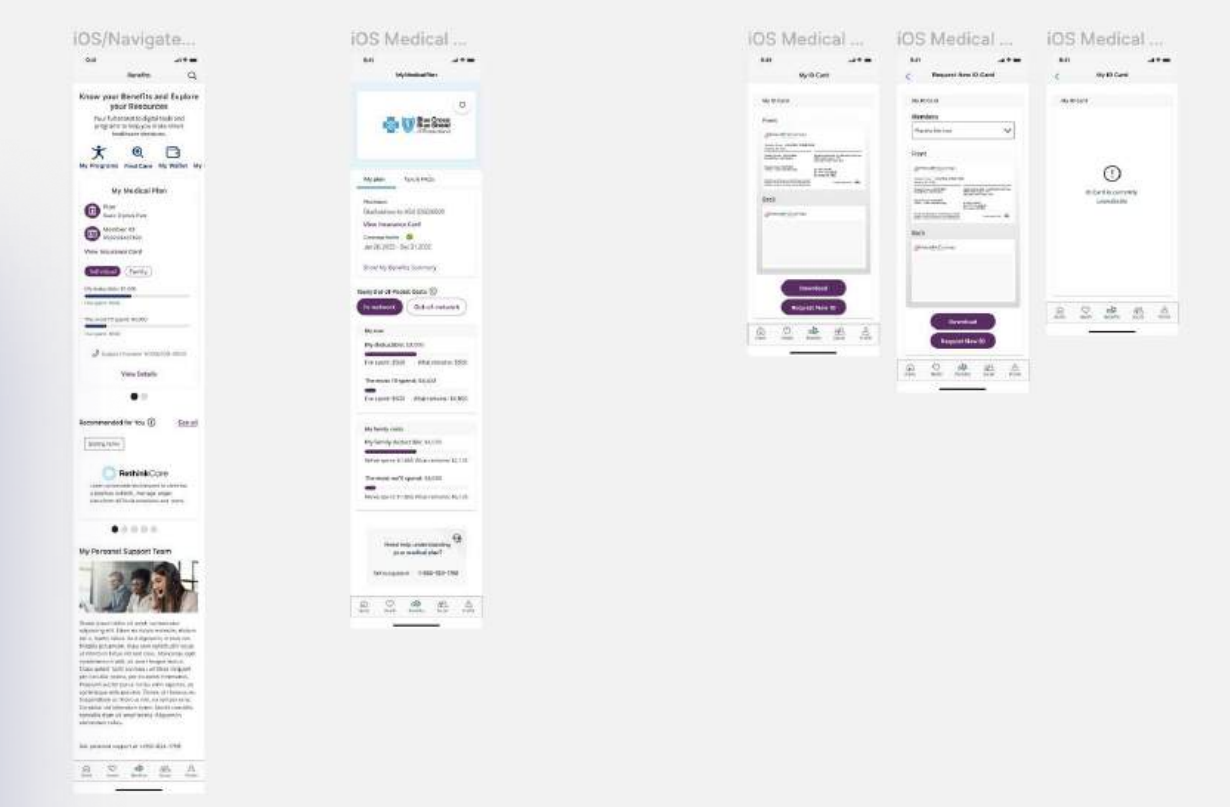


Frame 1420

Entry Points

Frame 1425

ID Card Detail

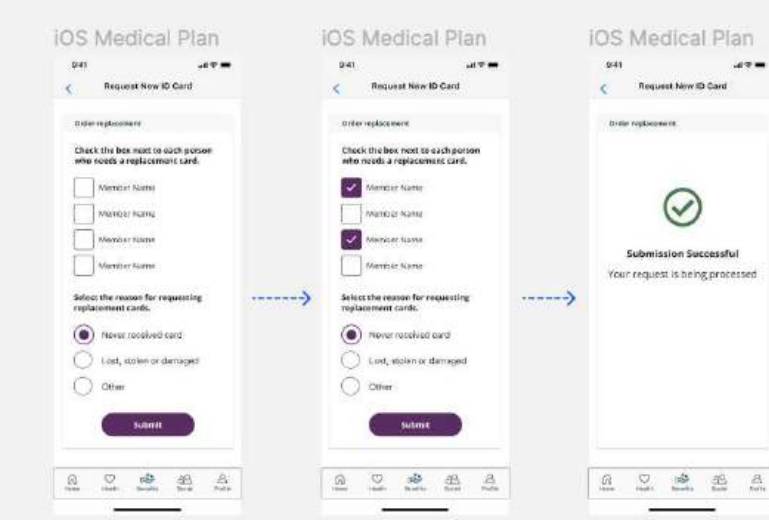


Frame 1428

Request new ID Card

Frame 1421

Success



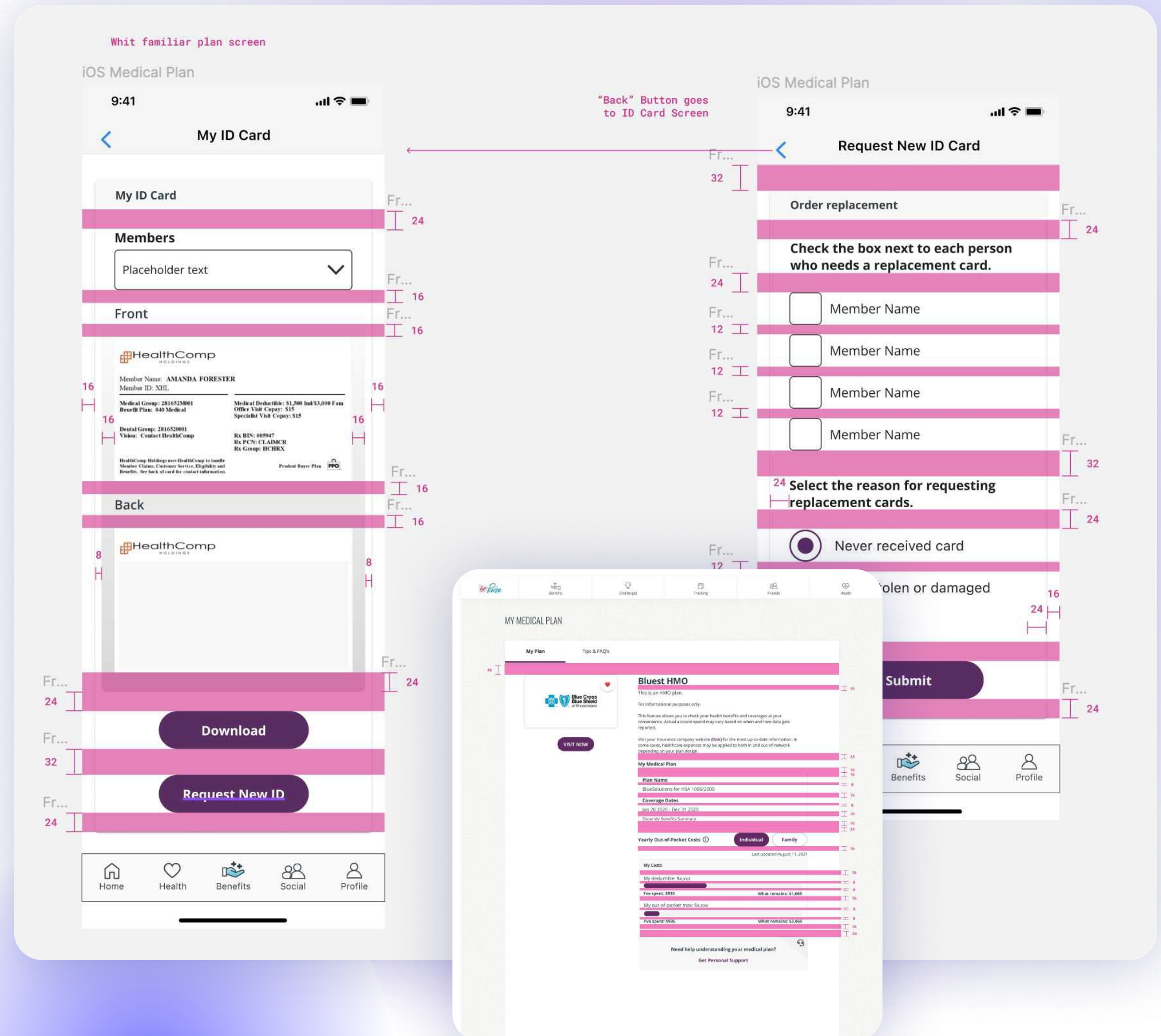
Phase 4

Final Product to Dev

In the preparation phase for the **development team**, I focused on ensuring a seamless transition from design to development by providing all the necessary assets and clear guidelines based on the **Design System**. I made sure to document key design elements such as paddings, margins, measurements, font sizes, and colors to ensure consistency across all platforms.

I created specifications for **Web, iOS, and Android applications**, highlighting platform-specific considerations to ensure the design would be responsive and user-friendly across different devices.

To further support the development team, I organized sessions to walk through these specifications and address any potential questions or concerns, ensuring alignment between design intentions and technical implementation.”



Companies That Have Trusted My Expertise

Over the years, I've had the privilege of collaborating with forward-thinking companies across various industries. From global corporations to growing startups, these organizations have trusted me to deliver impactful, user-centered design and Accessible solutions that drive results.



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Let's collaborate on impactful user experiences!

Reach me at danielcbacab@hotmail.com