



Junior Digital Interaction Designer

Daniela

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🌐 [Daniela Masihy Kowoll](#)

Be behance.net/danielamasihy

Nationality: German and Chilean

Digital Interaction Designer with a degree Summa cum laude and hands-on experience in user research, interaction design and usability testing. I specialize in the creative phase, developing concepts and translating them into interactive prototypes. Expertise in Design Thinking, user-centered design and testing methodologies across mobile, web and interactive installations. Experienced in Figma, design systems and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

UX/UI Designer (Internship) – Robert Bosch GmbH, Stuttgart-Feuerbach

PS Product Engineering & Project Management Office, Power Solutions business unit

- Designed and prototyped UI for internal applications using Figma and the Bosch Design System.
- Analyzed two internal dashboards for usability problems and built new prototypes for both.
- Participated in user interviews as observer and analyst; synthesized insights for design decisions.
- Redeveloped the brand identity for the Project Management Office.
- Presented my design decisions to stakeholders and development teams and coordinated feedback sessions.

Jan 2025 - Mar 2025

Freelance Web Designer and Developer – Self-employed, remote

Designed and built three websites for clients, from the first briefing to launch, with WordPress, Elementor (desubsuelo.com, investigacionteleserieschilenas.com, samanthamanzur.com)

Aug 2022 - Sep 2024

EDUCATION

Designer (Título Profesional de Diseñadora), focus on Digital Design – Summa cum laude

Mar 2021 - Jan 2026, Universidad del Desarrollo, Chile

Dec 2024, Universidad del Desarrollo, Santiago de Chile,

Digital Interaction Design program, incl. Bachelor of Design

Semester abroad, Time-Based Media – Hochschule Mainz

Oct 2023 - Feb 2024, Mainz, Deutschland

Mechanical Engineering studies (not completed; switched to design) – Universidad Adolfo Ibáñez, Chile

Mar 2018 - Jul 2020, Santiago, Chile

School-leaving certificate with German Language Diploma (DSD II) – Deutsche Schule Santiago, Chile

Mar 2006 - Dec 2017, Santiago, Chile

PROJECTS

Layo - Mobile app for airport assistance (graduation project)

- Developed a mobile app that improves waiting time at the airport, following Design Thinking. The basis was 6 interviews, a survey with 90 responses and a guerrilla test with 101 people; from this I created flowcharts and customer journey maps.
- Tested the prototype in three rounds: with 7 people in a simulated airport scenario in a seminar room, with 5 people at the airport and with 23 participants in Maze.
- Because test participants did not find the map button, I redesigned and repositioned it in three iterations. In a later Maze round, participants found it.
- Built the design system and interactive prototypes in Figma, gathered feedback from five experts and used ChatGPT for usage scenarios and visual assets.
- Designed a gamification system with collectible airport stamps.

Mar 2025 - Jan 2026

FinPlus – Mobile investment app (university project)

Benchmark, personas, flowcharts, paper prototyping, wireframes, design system and a functional prototype in Figma.

Mar 2024 - Dec 2024

VIDI – Interactive data visualization (team project with 21 students for the municipality of La Reina, Chile)

Role: Storytelling

- User research: attended a municipal council session, observed how staff work and talked with them; contributed to problem definition and ideation.
- In the storytelling team, developed the dramaturgy and visual design of several project presentations, including the two most important ones, given to the dean of the design faculty, the university rector, the mayor and municipal staff. The municipality took over the project afterwards.

Mar 2024 - Jul 2024

LANGUAGES

Spanish	—	Native (C2)
English	—	Advanced (B2)
German	—	Advanced (B2)

SKILLS

UX/UI DESIGN & METHODOLOGY

- User Research (interviews, surveys, guerrilla testing, usability testing)
- User Personas
- Customer Journey mapping
- Responsive design
- Design Thinking
- Gamification Design
- Stakeholder Communication
- Wireframing and Prototyping
- Interaction Design
- Usability Testing
- Design Systems

DESIGN TOOLS

- | | |
|---|----------|
| • Figma | Advanced |
| • Adobe Creative Suite (Xd, Ai, Ae, An, Pr, Ps, Id) | Advanced |
| • Miro | Advanced |
| • Maze | Advanced |
| • Figma MCP | Advanced |

3D DESIGN

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|-----------|--------------|
| • Fusion | Advanced |
| • Blender | Advanced |
| • Unity | Intermediate |

CODING / WEB

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|------------------------|--------------|
| • Processing | Advanced |
| • P5 | Advanced |
| • VVVV Gamma | Intermediate |
| • Arduino | Intermediate |
| • C# | Basic |
| • Dart | Intermediate |
| • Bootstrap | Advanced |
| • HTML, CSS | Advanced |
| • Wordpress, elementor | Advanced |

AI & GENERATIVE TOOLS

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|--------------------|--------------|
| • Stable Diffusion | Basic |
| • Adobe Firefly | Advanced |
| • Runway | Advanced |
| • Elevenlabs | Intermediate |
| • Claude Code | Advanced |

OFFICE

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|---------------------------|----------|
| • Word, Excel, Powerpoint | Advanced |
| • Google Workspace | Advanced |

AWARDS

Sports Coordinator, Global Ambassadors
Universidad del Desarrollo

Jul 2025 - Dec 2025, Organized and facilitated 8+ activities for 50+ international students in English and German.

“Compañero más apañador”, Universidad del
Desarrollo

Dec 2025 - Award for exceptional teamwork, empathy, and continuous support within the student community.

“Espíritu Embajador Global UDD”, Universidad del
Desarrollo

Jul 2025 - Recognition for commitment, motivation, and active engagement in the international exchange program.

