

ダニエル・ニスタウス

Daniel Nisttahuz

Product Design Director · AI Products & Design Systems

EXECUTIVE SUMMARY

Product Design Director with 15+ years building design organizations and shipping product, most recently focused on AI products, design systems, and platform creation. Scaled design teams from a 15-person studio to a 34-person org, directed enterprise IoT platforms, and shipped consumer apps used by millions. Partners directly with founders, CEOs, and CTOs to align design strategy with business growth, running an AI-native workflow built on Claude, Figma Make, and generative tools from research to production. Expert in design systems, accessibility, experimentation, and multi-platform UX, equally strong in motion, 3D, and branding. Adobe Community Expert and Apple Entrepreneur Camp alum, recognized for blending craft with leadership, mentoring the next generation of designers, and building design cultures that last.

WORKING EXPERIENCE

Freelance

Product Design Director · AI Platforms & Motion Design
TOKYO, JAPAN
Nov 2025 - Present

- Leading product design for AI platforms as principal designer, partnering directly with founders and executive teams from concept through shipped product.
- Recent projects: Coaching AI (NFL coaching platform), Innovent / Infinni AI (RFID + AI tracking), and OSO+ (iOS mental health app, live on the App Store).
- Integrating AI tools across the entire design workflow (Claude, Figma Make, and generative tools), from research and prototyping to production handoff.
- Owning motion design and product launch storytelling, from brand systems and interactive prototypes to promo videos.

Freelance

Director of Product Design
TOKYO, JAPAN
Mar 2023 - Apr 2024

- Axys (Dubai, Crypto): Designed branding, logo, and Web3 crypto app; defined product requirements, UX flows, and roadmap for a trading platform. Delivered end-to-end journey design and aligned specs between business and engineering.
- BUILT (U.S., Credit Card): Led design and development of landing pages for BUILT Foundation; shaped platform look and feel, ensured UI/UX compliance, and influenced feature prioritization and KPIs.
- Konek (Canada, Payments): Designed UI/UX and motion interactions for payments app; defined core payment flows and aligned business goals with technical feasibility.
- Incept (Fintech/Web3): Directed end-to-end product design for Web3 crypto platform; created illustrations, landing pages, and Rive animations; defined requirements and collaborated with engineering for delivery.
- OSO (U.S., Mental Health App): Designed illustrations and product visuals for a mental health app (now live on App Store). UX flows, UI/UX for iOS app.
- Innovent (Dubai, RFID/AI Tracking): Created visual identity and website for RFID/AI platform specializing in tracking solutions for retail, oil, and healthcare; delivered a brand system that reflected its innovative positioning.
- Produced launch promo videos for developer tools including Storybook (v7, v8, v9), Tailwind CSS, Remix, and OneSignal.

SpeakBuddy

Chief Web Designer (Head of Web Experience)
TOKYO, JAPAN
May 2024 - Oct 2025

- Led web design, brand consistency, and conversion experience for SpeakBuddy’s AI English-learning platform, owning design across multiple product verticals.
- Defined product requirements and success metrics in collaboration with engineering, marketing, and leadership, aligning with company OKRs.
- Designed and shipped multiple websites for different product verticals, improving brand visibility and customer acquisition.
- Built a web design flow using Tokens Studio + Storybook + Supernova, streamlining iterations and improving developer efficiency.
- Owned roadmaps for web initiatives, prioritizing features based on user needs, feasibility, and business impact.
- Acted as a bridge between business, engineering, and UX, translating requirements into clear technical deliverables.
- Mentored junior designers and contributed to cross-functional product leadership, reinforcing a culture of experimentation and continuous improvement.

Woven by Toyota

Sr. UX/UI Product Designer
TOKYO, JAPAN
Sep 2022 - Feb 2023

- Conducted user research and insights to inform product decisions and improve usability across mobility platforms.
- Led design system development, creating scalable tokens, components, and guidelines to ensure consistency across web and mobile.
- Produced promo videos, interactive prototypes, and high-fidelity design concepts, communicating design vision effectively to stakeholders.
- Integrated accessibility and responsive design best practices into all deliverables, ensuring inclusivity and scalability.
- Design technologist, producing stakeholder-facing assets that bridged creativity and technical feasibility.
- Partnered cross-functionally with engineering, product, and research teams, aligning business priorities with technical constraints.
- Delivered stakeholder-ready design reviews and presentations, influencing product roadmaps and securing executive buy-in.
- Provided UX optimization through data and feedback, ensuring designs were validated through testing and iteration.
- Stayed current on industry tools and trends, reinforcing Woven’s position as an innovator in mobility and robotics UX.

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Tokyo, Japan

TEACHING EXPERIENCE

Universidad Católica Boliviana

Assistant Professor · UX/UI, Interaction Design & HCI
LA PAZ, BOLIVIA
Jan 2014 - Dec 2019

- Taught UI/UX, Interaction Design, Human-Computer Interaction (HCI), Experience Design (XD), and Communication Design, preparing students for global careers in digital design.
- Designed and delivered curricula in New Media Design, Data Visualization, and Brand & Identity Strategy, bridging theory with practice and integrating Critical / Speculative Design and Design Futures into the classroom.
- Led research-informed projects that explored Design Research, Research through Design, and Narrative / Storytelling Design, helping students connect innovation with real-world applications.
- Mentored and advised 200+ students, many of whom went on to work at leading global companies in tech, design, and creative industries.
- Contributed to the development of the New Media program, ensuring alignment with international trends in Service Design, Business Design, and Strategic Design.
- Organized workshops and seminars with industry professionals on Design Entrepreneurship, Innovation Design, and Creative Leadership, connecting academia with practice.
- Advocated for Inclusive / Universal Design, Sustainable and Ecological Design, Social Design, and Systems Design, embedding ethics and responsibility into program outcomes.
- Promoted collaboration across disciplines, incorporating Exhibition Design, Policy / Governance Design, and Urban/Spatial Design into speculative and applied student projects.

EDUCATION

Digital Campus Paris

Master’s Degree,
Web Development, UX/UI & Project Management
PARIS, FRANCE
2010 - 2012

C.E.F.P.F.

POSTGRADUATE DIPLOMA, Multimedia Journalist
PARIS, FRANCE
2011

Escuela Militar de Ingenieria

POSTGRADUATE DIPLOMA,
Pedagogy for Higher Education
LA PAZ, BOLIVIA
2008

Universidad Real

DIPLOMA, Cinematographer & Cameraman
LA PAZ, BOLIVIA
2007 - 2008

Escuela Militar de Ingenieria

BS, Electronic Engineer
LA PAZ, BOLIVIA
2003 - 2007

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Product Design Director · AI Products & Design Systems

Tokyo, Japan

WORKING EXPERIENCE

LottieFiles

Principal Product Designer & Head of Education

REMOTE

Nov 2021 - Jun 2022

TEAM LEAD OF 4 DESIGNERS.

- Directed and scaled the Education Department, leading a team of 4 designers to create onboarding programs, tutorials, and product education that boosted adoption by ~30%.
- Acted as Product & Technology evangelist, producing content and promotional materials that showcased Lottie's capabilities to developers, designers, and enterprise partners.
- Served as content creator and design technologist, producing interactive demos, prototypes, and motion assets to bridge creativity and engineering.
- Provided UX optimization through analytics and testing, improving onboarding flows and in-product adoption metrics.
- Mentored designers and contributed to team leadership, strengthening collaboration and design quality across the org.
- Partnered closely with stakeholders, ensuring feedback integration into design iterations and aligning initiatives with business goals.
- Kept the team ahead of the curve by tracking and adopting industry trends, tools, and best practices, reinforcing LottieFiles' role as a design leader in motion and animation.

Design+Code

Sr. Product & Motion Designer (Team Lead)

REMOTE

Nov 2017 - Jan 2021

TEAM LEAD OF 8 DESIGNERS.

- Designed and produced motion-rich learning experiences used by 100k+ learners worldwide, reinforcing Design+Code's reputation as a leader in design education.
- Created the Angle device mockup library (5,000+ mockups), widely adopted by design teams and developers across the industry.
- Acted as content creator for multiple tutorials and design technologist, delivering interactive prototypes, tutorials, and product education that bridged creativity and engineering.
- Contributed to product and technology promotion, producing motion graphics and visuals that drove a 150k+ increase in YouTube following and expanded global reach.
- Provided UX optimization through data analysis and testing, improving course usability and student engagement.
- Acted as informal mentor to junior designers, supporting design quality and consistency across projects.
- Maintained strong stakeholder communication, integrating feedback loops into design iterations and aligning deliverables with business objectives.
- Authored UX Handbook chapters on Lean UX, Design Systems, and Design Thinking.

CreatiXbox

Director of Product Design

SANTA ANA, CA | LA PAZ, BOLIVIA

Sep 2011 - Jan 2014

TEAM LEAD OF 11 DESIGNERS AND 4 DEVELOPERS.

- Scaled a creative studio from early stage to a 15-person team, managing everything from client acquisition and business development to art direction and delivery.
- Led cross-functional teams of designers, developers, and illustrators, delivering projects across fintech, edtech, and entertainment.
- Acted as art director and lead designer, producing brand identities, illustrations, prototypes, web/mobile interfaces, and motion graphics for international clients.
- Created prototypes for web and mobile, validating ideas and ensuring designs met both user needs and client goals.
- Collaborated with clients and executives on business and brand strategy, aligning creative solutions with organizational objectives.
- Built and maintained design systems and brand guidelines, driving consistency across digital and physical products.
- Mentored junior designers, building design culture and standards within the studio.

Moon Creative Lab

Sr. UX/UI Product Designer

TOKYO, JAPAN

Jan 2021 - Nov 2021

- Served as Lead Product Designer for an internal SaaS platform, delivering end-to-end design solutions from concept through launch.
- Acted as cross-functional design strategist, design technologist, aligning user needs with product and engineering priorities.
- Conducted user research, interviews, and persona development to inform product direction and usability improvements.
- Produced wireframes, interactive prototypes, and high-fidelity designs, ensuring clarity from exploration to execution.
- Partnered with developers and product managers, translating design requirements into technical deliverables and improving design-to-development efficiency.
- Maintained and enforced design system standards, driving consistency and scalability across product teams.
- Acted as a design technologist, leveraging tools and prototyping to validate ideas quickly.
- Mentored junior designers, strengthening design quality and fostering a culture of collaboration.
- Stayed current with industry trends and tools, applying best practices in SaaS UX to ensure competitive product experiences.

Mojix

Director of Product Design

SANTA MONICA, CA | LA PAZ, BOLIVIA

Jan 2014 - Nov 2017

TEAM LEAD OF 14 DESIGNERS AND 20 DEVELOPERS.

- Directed a cross-functional organization of 14 designers and 20 engineers, delivering enterprise IoT and RFID platforms used across retail, logistics, and manufacturing.
- Worked closely with the CEO, CTO, and senior stakeholders across the organization, ensuring design strategy was aligned with business vision, product roadmaps, and technical feasibility.
- Created prototypes for web and mobile, validating concepts quickly and ensuring user needs were translated into actionable technical deliverables.
- Partnered with executives on company strategy, contributing design-led insights that shaped product direction and business growth.
- Established and managed a comprehensive design system, reducing design/engineering overhead by ~30% and ensuring consistency across platforms.
- Mentored and developed team members, building a culture of experimentation, continuous learning, and design excellence.
- Presented design strategies to executives and stakeholders, influencing product decisions and securing buy-in for major initiatives.

ICCS Inter-American Region

Director of Communication & Media

COCHABAMBA, BOLIVIA

Mar 2007 - Jul 2010

TEAM LEAD OF 6 DESIGNERS AND 2 DEVELOPERS.

- Led media and creative initiatives across the Interamerican Region, overseeing marketing art direction, brand promotion, and design execution.
- Designed and developed the organization's website and digital platforms, strengthening global communications and accessibility.
- Produced documentaries, illustrative media, and promotional videos, traveling across the region to capture authentic stories and narratives.
- Organized and facilitated regional workshops and events, engaging diverse communities and building shared knowledge across countries.
- Served as Editor-in-Chief for the monthly regional newsletter, overseeing content creation, design, and distribution throughout the organization's network.

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LANGUAGES

ENGLISH

FRENCH

SPANISH

PORTUGUESE

ITALIAN

JAPANESE (Currently Learning)

SKILLS

- AI & Workflow:** AI product design, AI-native workflows (Claude, Figma Make, generative tools), design-to-code handoff, prototyping.
- Business & Strategy:** Entrepreneurship, Business Development, Brand Building, OKRs, Market Strategy, Executive Stakeholder Alignment.
- Leadership:** Design Systems, Accessibility (WCAG), DesignOps, Roadmapping, A/B Testing, Analytics, Stakeholder Management.
- Product & UX:** Research, Prototyping, Information Architecture, Interaction Design, Documentation, Multi-platform UX.
- Creative & Motion:** Motion as UX, 3D Visualization, Branding, Storytelling, Visual Design.
- Core Tools:** Figma, Claude, Figma Make, After Effects, Rive, ChatGPT, Sora, Runway, DaVinci, Photoshop, Illustrator, Cinema 4D, Webflow, Framer, ProtoPie, Tokens Studio, Storybook, Supernova, ScreenFlow, Lottie, Play, Xcode.

VOLUNTEERING

Korean Scout Association

Volunteer Designer & Event Coordinator

SEOUL, SOUTH KOREA

Jan 2010 – Apr 2010

- Contributed as a full-time volunteer, supporting international scouting initiatives and cross-cultural collaboration.
- Designed marketing and communication materials, strengthening the organization's visual identity.
- Built partnerships with global teams and stakeholders, fostering collaboration across countries.
- Coordinated global events and workshops, ensuring seamless logistics and participant engagement.
- Delivered visual communication assets, illustrations, and brand development, enhancing recognition and outreach.
- Problem-solved with cross-functional, multicultural teams, reinforcing adaptability and creative collaboration.

RECOGNITION

Apple

Entrepreneur Camp Participant,
Underrepresented Founders Program

2023

Adobe

Community Expert

2023

PUBLISHED APPS

Studio for Kids

Arabic, English, French & Spanish for Kids,
iOS on the App Store

2023 - Present