Daniel Reis

Senior UX/UI Designer • AI Product Designer • Front-End Developer

Profile

Senior UX/UI Designer and AI Product Designer specialising in enterprise SaaS platforms, digital products, design systems and modern web experiences.

Combining UX strategy, creative thinking and front-end development with AI-powered workflows to transform ideas into intuitive interfaces, interactive prototypes and functional applications.

Using AI-assisted design, development and creative technologies to accelerate innovation, simplify complex experiences and deliver accessible, user-centred digital products.

Core Expertise

UX & Product Design

UX strategy, user journeys, use cases, information architecture, wireframes, interactive prototypes, usability, accessibility/WCAG, enterprise SaaS and design systems.

AI & Development

AI-assisted design and development, prompt engineering, AI workflow automation, reusable AI Skills, rapid prototyping, MVP development and generative AI content creation.

Creative & Technical

Brand identity, creative direction, responsive web design, SEO, digital content creation, AI image generation and video production.

Tools & Platforms

Figma • Adobe Creative Cloud • Claude Code • OpenAI Codex • ChatGPT • Higgsfield AI • VS Code • Storybook • HTML/CSS/JavaScript • WordPress • Elementor • Shopify

Education

User Experience Design
RMIT University — Melbourne, Australia

Bachelor of Graphic Design
Belfort University — Brazil

Accessibility Training
Centre for Accessibility Australia

User Experience Certification
Userfocus UK — Dr. David Travis

Professional Experience

Senior UX/UI Designer

Opengear | April 2023 to date | Australia

- Design UX/UI for enterprise network-management products and internal applications, translating technical requirements into clear workflows, user journeys, prototypes and interface specifications.
- Contribute shared component patterns, UI guidelines, accessibility practices and design-system foundations across Lighthouse, appliances and standalone tools.
- Designed experiences for configuration management, cellular troubleshooting, FIPS status, DHCP addressing and other roadmap initiatives in collaboration with PM and engineering teams.
- Developed the Opengear UI Skill Builder, using AI-assisted development to create interactive tools, reusable Claude Skills and consistent application design workflows.

Senior UX/UI Designer

Givar | Mar 2022 to Apr 2023 | Australia

- Led UX/UI design for digital-giving web and mobile experiences in a rapid-iteration startup environment.
- Created and maintained a design system; partnered with developers and product managers on product strategy, prototyping and delivery.
- Produced illustrations, presentations and visual assets to support product and marketing needs.

Senior UX/UI Designer & Developer

Digital Stream | Aug 2009 to Feb 2022 | New Zealand

- Designed and developed websites, applications, brand experiences and responsive front ends for startups, SMEs and enterprise clients.
- Led work from client discovery, UX research and wireframes through UI design, implementation, launch and optimisation.
- Delivered WordPress solutions, marketing assets and improvements spanning SEO, accessibility and usability.

Senior Graphic & Web Designer

Designer Websites | Jan 2007 to Nov 2009 | New Zealand

- Designed websites, digital interfaces and brand assets for small and medium businesses; contributed to delivery of more than 250 websites in under two years.

Senior Graphic & Web Designer

FIR University | Jan 2006 to Dec 2006 | Brazil

- Designed university websites, microsites, campaigns, print collateral and interactive promotional material.

0413 075 974 danielreis.com.au
hello@danielreis.com.au

Selected AI & Design Work

- Built the Opengear UI Skill Builder, an interactive application with configurable UI patterns, live previews and downloadable Claude Skills, enabling teams to generate applications aligned with Opengear's design guidelines.
- Used Claude Code, OpenAI Codex and ChatGPT to explore, build, refine and test UI concepts and functional prototypes, reducing the gap between design exploration and implementation.
- Developed product and marketing experiences spanning branding, UX/UI, websites and SaaS dashboard concepts, including HotelBrain for independent hotels.
- Explored AI-assisted visual storytelling, image generation and video production to develop creative concepts, digital content and interactive brand experiences.

Testimonials

> *Daniel is a true asset to any team. His ability to translate complex ideas into intuitive and visually refined experiences is impressive.*
>
> Greg Nairn | Head of Technology - Givar

> *Daniel combines strong UX thinking with exceptional visual design and attention to detail.*
>
> Jason Gambitsis | Senior Account Manager - Digital Stream

> *Daniel consistently creates visually refined, high-quality digital experiences. His creativity, attention to detail, and ability to understand client needs make him a pleasure to work with.*
>
> Emma Boddie | Managing Director - Designer Websites



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