

Daniel Fernando Arevalo Espinel

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WORK EXPERIENCE

Omny AS, Oslo, Norway

Lead Product Experience designer

2024 - 2026

- Product experience designer of software securing critical infrastructure operations (energy, manufacturing, utilities) against cyber threats across operational technology environments. Established discovery-execution framework bridging Professional Services field insights with engineering roadmaps across 3 development teams, translating customer workflows into prioritized product requirements. Designed end-to-end user experiences for Asset Owner, IT/OT Engineers, CISO, and SOC Operator personas aligned with international security and compliance standards. Led product onboarding project through workflow mapping, UI design collaboration, and "ready-to-build" specification creation that reduced engineering clarification cycles. Facilitated cross-functional alignment between Customer Success, Professional Services, Tech Leads, and engineering teams while conducting user research sessions with critical infrastructure operators in European markets.

Forsta AS, Oslo, Norway

Lead UX designer

2021 - 2024

- Forsta provides Customer Experience and Research Technology for some of the world's most ambitious organisations. Leading all UI and UX design efforts regarding the Reporting Vertical conformed by Dashboard Studio, Genius Text Analytics and Forsta Visualizations. My role requires designing mockups or prototypes, conducting user research and coordinating teams to implement solutions to increase ease of use, user engagement and customer satisfaction so businesses can capture, analyse and respond to customer and market feedback across multiple channels and sources in real-time. Working together with product managers to apply methodologies, implement processes and coordinate different teams with a strategy that aims to augment the impact of design on the business and the company's culture.

Confirmit AS, Oslo, Norway

Senior UX designer

2019 - 2021

- Confirmit's industry-leading insight software and services help businesses listen to customers, markets and employees. In charge of UX/UI design for Dashboard Studio and Genius Text Analytics that facilitate companies to process large amounts of quantitative and qualitative unstructured data and take action to drive business growth. I also contribute to building a unified design system to increase the productivity and efficiency of the tasks that require cooperation within the design team while ensuring consistency by frontend developers.

AW Initiative AS, Oslo, Norway

Co-founder, Product Designer

2018 - 2019

- Product Design and Development Agency. Developing Ruvikas, an Enterprise Blockchain Platform that supports transparent and accountable social development by connecting Communities, Companies and Contractors (NGOs) via smart contracts on a proprietary Blockchain to facilitate and automate the certification, management, and auditing of data of companies carrying out CSR projects. Other projects: Heibots.com, Recman.no, Arcomex.co.

Glimty AS, Oslo, Norway

Co-founder, CPO

2015 - 2018

- Online Marketplace of Norwegian Brands that want to sell their products as gift alternatives via e-commerce or a chatbot on Facebook Messenger.

The Ivy Faculty Consortium, Cambridge, Massachusetts

IT Development Consultant

2014 - 2017

- Design and implement solutions that improves the communication channel between the client companies and the network of leading educators affiliated with Ivy League universities.

Electrical, Electronic & Telecommunications Engineering School (E3T-UIS), Santander, Colombia

Automation Engineer

2013 - 2014

- Develop a user interface to display and interact with the Building Automation System (BAS) to monitor information and provide remote access to the operational data of a green building.

Electrical & Computer Engineering Department at Texas A&M University, College Station, USA

Research Assistant

2012 - 2013

- Conduct collaborative research on VLSI circuit design and mixed-signal interfaces. Collaborate with the proper development of proposals and journal articles.

EDUCATION

Norwegian University of Science and Technology (NTNU), Gjøvik, Norway

2014-2018

Master's Degree in Interaction Design

University of Oslo (UiO), Oslo, Norway

2015-2017

Master's Degree in Innovation and Entrepreneurship

Harvard University Extension School, Cambridge, Massachusetts

2013-2014

Instructional Design Studio, Creative Explorations in Screen-Based and Physical Computing

Universidad Industrial de Santander (UIS), Bucaramanga, Colombia

2007-2013

Bachelor of Science in Electronic Engineering

OTHER ACTIVITIES

MITx Global Entrepreneurship Bootcamp, Cambridge, Massachusetts

Bootcamper

2015

- The bootcamp is a talent reunion, in-person training and intensive mentorship program at MIT. This is a highly selective program for highly motivated entrepreneurs. Boot-campers are challenged to start a world-changing company.

Texas A&M University J. Wayne Stark Northeast Trip, Memorial Student Center (MSC).

Trip Director and Coordinator for Philadelphia

2012

- Working with nation's most outstanding and prestigious business schools and universities in Chicago, Boston, New York, and Philadelphia. Set up campus tours, information sessions, and class visits while overseeing travel from one school to another. Strengthening relations with contacts, universities and organisations after the trip was over.

Universidad de los Andes, Bogotá, Colombia

Coveted Exchange Program for Electrical and Electronic Engineering Students

2011

- Design digital, analog and mixed signals systems. Implement industrial instrumentation and domotic installations and services. Work on several electronic engineering and design projects.

Free Software University Community (CUSOL), Bucaramanga, Colombia.

Director and Event Coordinator

2010

- Promote the use of free software and hardware technologies in developing countries. Logistic and Social Coordinator for the Free Software Culture Festival.

Electrical and Electronic Engineering Student Center (UIS), Bucaramanga, Colombia.

Academic Coordinator for E3T School

2010

- Help in the Integration and Cooperation between teachers and Students. Design and Implement a database and virtual system for reservation and loan of books and equipment.

Electrical Energy Systems Research Group (GISEL), Universidad Industrial de Santander

Academic Researcher

2009

- Research on building automation and process automation to implement an improvement in the efficiency of electrical and electronic systems.

AWARDS

Xynteo Exchange, selected startup 2018. **HackN'Go**, Award Most Social Potential 2018. **Venture Cup 2018**, National Finalist in Business Model competition. **ChangemakerXchange Paris**, Program attendee

2018. **Start-up Weekend Oslo**, Best Idea Award 2018. **Norwegian Research Council**, STUD-ENT Grant 2017. **Smart Mobility Hackathon**, Award Winner 2016. **Start-up grant from Innovation Norway**, Phase 1: Premarket Evaluation 2015. **Inven2Start Package**, Funding for entrepreneurs 2015. **Harvard University Extension School**, 1st place: Emanuel and Lilly Shinagel Prize Fund (Top Level) 2014. **Universidad Industrial de Santander**, Distinguished GPA Scholarship 2010.

SKILLS

AI-native interaction designer, for prototyping with code, conducting usability testing and synthesizing large volumes of user research. Software development and physical computing, project management, marketing, innovation management, strategic planning, entrepreneurship, leadership and negotiation. Tools: Figma, Procreate, Webflow, Framer, Storybook, JIRA, Cursor, Anthropic's Claude Code, OpenAI's ChatGPT Codex, Google's Gemini Nano Banana, Antigravity, Lovable, Github, N8N, Perplexity.

LANGUAGES

English (Full Professional Proficiency), Spanish(Native), Norwegian(Intermediate), Japanese(Basic).

INTERESTS

Entrepreneurship and Innovation, Web Technologies, AI, Automation, Robotics, Machine Learning, Blockchain, Photography, Longboarding, and Japanese Cuisine.