

Dayanna Cardenas

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Product Designer with **3+ years of hands-on experience** across digital project management and product design, **with experience in complex B2B and regulated products**.

At Société Générale, I **led the end-to-end design** of a fund-order monitoring platform and co-designed blockchain and payment products with international teams.

My **background in clinical psychology** brings a human, structured approach to discovery, systems thinking, facilitation and cross-functional collaboration.

Experiences

SEP 2024 - NOV 2025 | PARIS - FRANCE | APPRENTICESHIP

Product Designer - Société Générale - SG Markets

- **Led the end-to-end design** of eFund Order, an **operational B2B platform** for monitoring fund orders: framed business and user needs, mapped complex workflows and exceptions, **prioritized solutions, prototyped and delivered production** UI within the SG Markets design system.
- Facilitated **cross-functional workshops in French and English** with business, product, IT and design stakeholders **across France, India and the UK** surfacing gaps and dependencies, aligning decisions and unblocking delivery.
- **Co-designed** Crypto Access Market with SG Forge, translating regulated digital-asset processes into **trustworthy product flows for B2B and B2B2C** users and contributing to product conception, workshops and prototyping.
- Contributed to a SWIFT payment-claims workspace and **redesigned** a reusable **timeline component** for the SG Markets design system; conducted **UI reviews** for consistency and accessibility.

FEB 2022 - FEB 2024 | MONTPELLIER - FRANCE | APPRENTICESHIP

Digital Project Manager - Studi

- Led the **redesign and improvement of internal digital tools**, coordinating projects from discovery and requirements framing to delivery.
- **Ran focus groups and usability tests**, turning user feedback into product improvements for students and operational teams.
- Introduced processes and collaborative tools to **improve information flow and alignment between** internal teams.

2018 - 2019 | BOGOTA - COLOMBIA

Clinical Psychologist & Project Assistant - Healthcare & Social Programs - Colombia

- Conducted **user-centered** needs analysis, individual support and multidisciplinary case work with **children, adolescents and adults** in rehab, schools and healthcare centers.
- Contributed to the design, delivery and evaluation of **social programs** and facilitated **thematic workshops**.

Core Strengths

- Product discovery & problem framing
- Complex B2B workflows
- User research & synthesis
- Workshop facilitation
- Service & systems thinking
- Cross-functional alignment
- Prototyping & production UI
- Design systems & accessibility

Methods & tools

Figma · FigJam · Dovetail · Typeform · Framer · Jira · Adobe Creative Suite · Procreate · HTML/CSS · AI-assisted ideation · Workflow mapping · User research · Prototyping · Design systems

Education

UI/UX Design & Web Design

Simplon / Wild Code School · 2024–2025

MBA, Digital Strategy

Studi · 2022–2024

Clinical Psychology Specialization

Universidad El Bosque · 2019–2020

BSc Psychology

Universidad El Bosque · 2013–2018

Languages

Spanish : Native

French : Fluent

English : Advanced (TOEIC 945)

Italian : Basic