

Dayanna Cardenas

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Product Designer with experience at SG Markets and a two-year background in digital project management. I've worked on **complex B2B workflows and internal tools**, from mapping operational flows and edge cases to prototyping, UI delivery and handoff. I'm comfortable moving between **user needs, business rules and technical constraints**, and my **clinical psychology** background helps me ask good questions before jumping to solutions. I use **AI tools** when they genuinely help with research, synthesis or prototyping.

Experiences

SEP 2024 - NOV 2025 | PARIS - FRANCE | APPRENTICESHIP

Product Designer - Société Générale / SG Markets

- Led the design workstream of eFund Order, an **operational B2B product** for fund-order workflows: framed user and business needs, **mapped workflows and exceptions**, **scoped the MVP**, prototyped and delivered production UI in the SG Markets Design System; **MVP live** before the end of the apprenticeship.
- Facilitated **cross-functional workshops in French and English** with Product, Business, IT and Design teams across **France, India and the UK**, **surfacing gaps and dependencies**, aligning decisions and supporting handoff and UI reviews.
- **Co-designed** Crypto Access Market with SG Forge, translating regulated digital-asset processes into **B2B/B2B2C product flows** 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

Junior 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.

2018 - 2019 | BOGOTÁ - COLOMBIA

Clinical Psychologist & Project Assistant - Healthcare & Social Programs

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

Core Strengths

- Product discovery & problem framing
- Complex workflows & internal tools
- Workflow mapping & edge cases
- User research & synthesis
- Workshop facilitation
- Service & systems thinking
- Prototyping & production UI
- Design systems & accessibility

Methods & tools

Figma · FigJam · Jira · Dovetail · Typeform · Framer · Lovable · Notion · Adobe Creative Suite · Procreate · HTML/CSS · AI tools: ChatGPT, Claude, Figma AI

Education

Concepteur Designer UI · RNCP 35634

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