

Daniel Nino

Product designer & builder

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About me

Product designer and builder with 10+ years of experience designing digital products, leading teams, and building companies from scratch. I'm strongest at moving between the details of an interface and the bigger product, user, and business problem behind it. I work best alongside strong product and engineering teams, turning ambiguous problems into simple, useful products that ship.

Experience

Co-founder / Product

Wavi

Dubai, UAE
January 2025 - August 2026

Co-founded and built a second-hand clothing marketplace from the ground up, owning product, operations and marketplace economics. Built the initial stack manually and grew a meaningful seller base before shutting down after failing to solve buyer demand economically.

Head of design

Property Finder

Dubai, UAE
July 2023 - December 2024

Led B2C design and research across multiple markets, managing 8 designers while remaining hands-on. Partnered with Product and Engineering leadership to rebuild the native iOS and Android apps, directing design and contributing to key experiences. Following the rebuild, app usage grew from 35% to approximately 70% of user sessions. Hired and developed designers and helped establish the design career framework.

Principal Product Designer

Property Finder

Dubai, UAE
August 2022 - July 2023

Led product design across B2C and B2B, working closely with PMs, engineers and researchers to turn ambiguous problems into shipped products. Built and championed Astra, our first design system, in close partnership with front-end engineers. Selected work included SuperAgent, which raised Property Finder's Trust Index from 48/100 to 68/100 and improved SuperAgent listing conversion by 28%.

Senior Product Designer
Property Finder

Dubai, UAE
January 2020 - August 2022

Designed and shipped B2B and B2C experiences across web and mobile. Partnered with the B2B Principal Product Manager to launch PF Flex, a flexible, credit-based pricing system, in under two months. Within six months, PF Flex contributed to 22% revenue growth (45% in the SMB segment) and a 15% reduction in client churn.

Senior Product Designer
Emirates NBD

Dubai, UAE
May 2018 - January 2020

Designed and helped rework Emirates NBD's mobile banking experience across iOS and Android, working with product, engineering, research and brand. Led a small design team and contributed to the bank's multibrand design system.

Co-founder
Kodastic

Dublin, Ireland
December 2015 - December 2017

Co-founded a global talent marketplace connecting companies with engineering, design and product talent. Grew to 5,000+ users before shutting down the business; the experience taught me valuable lessons about product-market fit, growth and building a business from scratch.

Head of design
Happiness Brussels

Brussels, Belgium
September 2013 - April 2015

As Head of Design, I led a team of 3 designers and oversaw creative work across digital products and campaigns. This early leadership role gave me a foundation in design direction, mentoring and team development.

Education

KU Leuven & Complutense University

Bachelor's degree in Advertising, Public Relations and Applied Communication

Brussels (Belgium) & Madrid (Spain)
2003 - 2008