


DANIELLA DE SOSTOA

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EDUCATION

WEBSTER UNIVERSITY

BA International Relations

UNIVERSITY OF

NORTH CAROLINA

Lean Six Sigma Green Belt

IDEO U

Design Strategist

SCALE AGILE

FRAMEWORK

Safe Agilist

BRAINSTATION

Product Designer

SKILLS

UX Research | UX Strategy

Lean UX

Journey Mapping

Behavioral Analysis

Safe Agile Framework

DMAIC | DMADV

Stakeholder Alignment

Workshop Facilitation

Change Management

Figma | UserZoom | dscout

Airtable

AI-Enhanced Research & Design

VALUES

Research Driven Problem Solving

Continuous Learning

Collaboration and Partnership

Integrity and Purpose

WORK EXPERIENCE

MGR. RESEARCH & DESIGN

Ahold Delhaize (April 2024 -Present)

Leads the backstage portfolio team, providing strategic oversight in creating custom solutions for associates. My role involves planning engagements, allocating resources, and providing guidance to ensure success. I also lead projects and work directly with leaders to drive action for broader IT strategies. I coach designers to strengthen our talent pool and enhance design practices by establishing and implementing standards in our processes, continuously elevating our design solutions' overall quality and effectiveness.

MGR. CONTINUOUS BUSINESS IMPROVEMENT

Ahold Delhaize (2022 -April 2024)

Led process mining initiatives to assist new product teams. I analyzed user interactions, streamlined tasks, and identified bottlenecks, prioritizing improvements based on value and effort. My strategic collaboration and research influenced key decisions, securing engineering budget for UX design and usability enhancements.

MGR. RESEARCH & PARTNERSHIPS

Ahold Delhaize (2021-2022)

Established research practices and processes for the newly formed Retail Innovation Center of Excellence (CoE), identifying end-customer and associate needs to drive user experience improvements, revenue growth, and operational efficiency. I conducted benchmark research and collaborated with a diverse group of vendor partners to evaluate capabilities, and test innovative solutions

UX STRATEGY DESIGNER

Ahold Delhaize (2019-2021)

Promoted usability and contributed to our design practice's growth. In two years, I worked on projects like improving co-op onboarding UX and developing an inclusive data platform strategy. I also developed and facilitated courses to encourage innovation and user-centered design in our IT department.

PRODUCT DESIGNER

Brainstation (2018 - 2019)

Mentored junior UX/UI designers and collaborated with product owners and development teams to create user-centered solutions. My work included UX research, information architecture, user flows, sketching, wireframing, and user testing to ensure alignment with user needs.