



DANIEL DAY

UX/UI DESIGNER

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dday@danielday.me

danielday.me

EDUCATION

B.S. in Graphic Design

Art Institute of Fort Lauderdale

Dec. 2003 - Dec. 2007

SKILLS

INTERACTION

User Research

Wire Framing

Prototyping

User Testing

VISUAL

Layout

Illustration

Sketching

Typography

SOFTWARE

Adobe Design Suite

Figma

InVision Studio

Webflow

Visual Studio Code

CODING

HTML + CSS

jQuery

JavaScript

PHP

COMPETENCIES

Visual Design

UX/UI Design

Design Systems

UX Research

Wire Frames & User Flows

Rapid Prototyping

Digital Strategy

Front-End Development

Print, Editorial & Logo Design

EXPERIENCE

PeakActivity, Senior UX/UI Designer

April 2021 - Current / Boynton Beach, FL

CreativeMMS, Lead UX/UI Designer

January 2019 - April 2021 / Philadelphia, PA (Remote)

Acting lead designer for the agency. Lead the UX/UI direction for all enterprise level projects. Mentored team members, aided in hiring talent, worked with outside vendors and coordinated with client decision makers. Developed new internal design team processes, improved efficiencies, refined design teams software stack, and created internal documentation.

PaperStreet, Front-End Designer & Developer

March 2017 - August 2018 / Fort Lauderdale, FL

Developed complex custom WordPress websites using HTML, CSS, PHP and JavaScript. Helped bridge the gap between our design and development teams. Reviewed all web design work to check for development feasibility and scope. Worked with our design team to prototype/develop specific ideas and concepts. Go to person for any complex design implementation issues.

Achieve, Senior UX/UI Designer

November 2015 - January 2017 / West Palm Beach, FL

Lead the UX/UI direction of internal products. Responsible for creating wire frames, custom website designs, workflows, interactive prototypes. Participated in web app requirement discussions and took ownership of all UX/UI aspects. Implemented the use of inVision into team's process and workflows. Managed and mentored junior designers/interns.

CreativeMMS, Senior UX/UI Designer

May 2015 - November 2015 / Washington Crossing, PA (Remote)

Lead designer under creative director responsible for creating wire frames, custom website designs, user flows, interactive prototypes and optimizing internal workflows. Lead client kickoff meetings and helped conduct user research on projects. Worked with outside vendors and contractors to keep projects on schedule.

Forte Interactive, Web Designer

February 2012 - May 2015 / West Palm Beach, FL

Designed and developed websites for small and large non-profits. Worked with interdisciplinary teams to design new additions to internal proprietary CMS and Race Registration products. Managed and mentored junior designers/interns part time. Designed internal print materials, logos, t-shirts, and other advertising pieces for endurance industry events.

PaperStreet, Designer

January 2008 - February 2012 / Fort Lauderdale, FL

In-house designer responsible for the design of websites, logos, custom graphics, flash banners, email templates, landing pages and other print collateral. Collaborated with developers to ensure designs were implemented properly. Worked with clients and outside vendors on projects from concept to completion. Kept the design team informed on the latest design trends and web technologies.

World Avenue, Junior Graphic Designer

April 2006 - January 2008 / Sunrise, FL

Tasked with designing websites, interactive web banners, flash assets, corporate branding materials and other collateral pieces. I worked with senior designers assisting with production of multiple high-profile online interactive campaigns. Met with publisher service teams analyzing the success of on-going campaigns and brainstormed ideas for new campaign strategies.