

Contact

danielspeers.me

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About

I'm a UX designer with a background in marketing and psychology who loves uncovering how people think to create more delightful experiences.

Skills

user research	site/app mapping
competitive analysis	sketching
business strategy	prototyping
personas	wireframing
journey mapping	usability testing
user task flows	interaction design
research synthesis	HTML/CSS
affinity diagramming	

Tools

Sketch	Photoshop
Axure	After Effects
InVision	Google Analytics
AdobeXD	VWO
Illustrator	Webflow

Education

DePaul University, Kellstadt Graduate School of Business

2011-2013

Master of Business Administration

With distinction

University of Colorado

2002-2007

Bachelor of Arts in Psychology

Dean's list

Experience

Product Designer, Shiftgig

Dec 2017 - Present, Chicago

Collaborate with design team to establish design principles, define team values, and promote design thinking throughout the company. Plan and run ideation and visioning workshops with cross-functional team members to explore divergent solutions and establish product direction. Help conduct UI audit, consolidate components, and build out a unified, scalable design system.

UX Designer, Shiftgig

June 2017 - Dec 2017, Chicago

Coordinated user research sessions, synthesized findings and presented insights. Created sketches, wireframes, high-fidelity mockups and prototypes. Conducted concept and usability testing sessions to gather feedback and rapidly iterate. Worked closely with developers and project managers in an agile environment to define scope and establish project requirements.

UX Designer, DESIGNATION

Nov 2016 - Apr 2017, Chicago

Designed for mobile and web platforms while adhering to user-centered design principles in an immersive UX/UI design bootcamp. Conducted and delivered user research, interviews, synthesis, prototypes, annotated wireframes, and usability testing for two live clients.

Marketing Strategist, Yesmail

Jun 2015 - Nov 2016, Chicago

Designed all wireframes for company website redesign. Redesign marketing email templates. Setup and managed Google Analytics and all website A/B testing. Led implementation and execution of marketing automation platform, including detailed user flows. Developed and delivered monthly KPI reports to upper management with strategy recommendations.

Marketing Manager, Savvo Digital Sommelier Solutions

Sep 2013 - Jun 2015, Chicago

Conducted user interviews and developed user personas to improve product design. Created and managed all websites, landing pages, and social media accounts. Helped develop initial design and strategy for mobile app. Developed and executed customer engagement strategy.

Graduate Assistant, DePaul University

Sep 2011 - Jun 2013, Chicago

Worked in the Economics and Entrepreneurship departments. Prepared and presented in-depth market analysis of the microbrew industry in the US. Gathered and analyzed commodity data for research study examining export diversification as economic indicators for developing countries.

Case Manager, Clayton Residential Home

Dec 2009 - Jun 2011, Chicago

Mental Health Counselor, Streamwood Behavioral Health

May 2008 - Dec 2009, Streamwood, IL