

# Dan Brenneman

User Experience Designer, Product Designer



## Contact

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## Education

2015 - 2019

Bachelor of Global Business  
and Digital Arts from the  
University of Waterloo

2020 - 2021

Completed six International  
Design Foundation courses,  
earning certificates in topics  
such as accessibility, usability,  
and emotional design

## Tools

Adobe Illustrator  
Axure  
Basic HTML and CSS  
Figma  
InVision  
Jira and Confluence  
Miro  
Protopie  
Sketch  
UserTesting

## About

The goal is to create meaningful, impactful, and (when possible) playful digital experiences driven by data, creativity, and the voice of the end-user. I am doing this right now as a full time User Experience Architect at Sun Life Financial and embodying those ideas in my personal work as a filmmaker and digital artist.

## Core Skills

- Familiar with a broad range of UX processes, concepts, patterns, and language — experience with layout, responsive, mobile design concepts
- Strong communicator, from presentations to workshops, and passionate about growing my role as a designer as well as business professional and leader

## Work Experience

User Experience Architect • Sun Life Financial

2019 - Present

Supported multiple projects and Agile rooms. Followed core UX methodologies while working to solve complex problems with a variety of considerations.

- Worked closely with senior leadership to re-define our insurance onboarding journey, leading design throughout the discovery and development phases
  - Conducted over 35 moderated interviews with users and stakeholders
  - Transformed insights into personas and user journeys; facilitated two design thinking workshops using said artifacts with over 60 attendees
- Created, iterated on, and validated designs for an MVP experience of the onboarding journey, supporting the team through its development and release
- Re-imagined and implemented two insurance journeys for thousands of retail clients, improving the design to centre the user and increase conversion
- Strongly advocated for design and usability within the organization
  - **Personal highlight:** I spoke to the role of design in an Agile environment at the annual, global leadership conference in 2020 and was invited to speak about design on a panel broadcast to the wider organization in 2021
- Currently lead the design of Ella — our virtual assistant — and work to increase her ability to engage with users in meaningful, organic ways through improved user segmentation and the delivery of timely, personalized insights

## Recognition

Recipient of the iStar Award in 2020 for my work in a high-profile Agile room that had two directives: improve our onboarding journey while establishing new ways of working. I was able to collaborate with and learn from senior leaders, developers, and other experts while creating a digital experience for new parents. You can read more about this project on my portfolio (linked through the attached QR code).