

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 courses from
the International Design
Foundation including:

- Emotion Design: How to Make Products People Will Love
- Psychology of e-Commerce: How to Sell Online
- Accessibility: Designing for All

Tools

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

Recognition

2020

iStar Award recipient for
outstanding contributions
to the Client Experience Office

Core Skills

My goal is to create meaningful, impactful, and (when possible) playful digital experiences driven by data, creativity, and the voice of the end-user.

- Familiar with a broad range of UX processes, concepts, patterns, and language
- Experience with layout, responsive, and mobile design concepts
- Strong communicator, from presentations to workshops to slide decks

Work Experience

User Experience Designer • Sun Life Financial

2019 - Present

- Worked with senior leaders to re-imagine our insurance onboarding journey
 - Led design through discovery, ideation, and development phases
 - Conducted over 35 moderated interviews with users and stakeholders
 - Turned insights into personas, user journeys, and emerging insights
 - Facilitated zero-based design and MVP workshops with over 60 attendees
 - Monitored key metrics and traffic using Adobe Analytics, fine-tuning our design to improve click-through rates and calculator completions
- Created and iterated on designs, using weekly user tests to validate choices
- Modernized over 20 patterns and components used in our design system
- Re-designed two "optional insurance" journeys for thousands of benefits clients
 - Increased conversion by adapting the flow to fit our users' mental models
 - Supported the agile team day-to-day as it was built and implemented
- Strongly advocated for design and usability within the organization
 - Spoke about iterative validation at the global senior leaders conference
 - Spoke to design in an agile team on a panel broadcast to the organization
- Currently own the design of Ella — our digital financial coach — and work to increase her ability to engage with users in meaningful, organic ways
 - Improved user segmentation and the delivery of personalized insights

Video Producer (Co-Op, Freelance) • Rogers Media

2018 - 2019

- Produced digital video projects for Rogers' radio, publishing, and sports brands
 - Created shareable content optimized for multiple channels of distribution
 - Captured over one million views for *Flare* and *Hello!* in my first two months
- Managed the edit of a social media campaign for *Shoppers Drug Mart*
- Freelanced with *Kiss 92.5* over the following year, making promotional videos