

Daniel Kuh Danielkuh0819@gmail.com
Senior UI/UX 818-437-9994
Los Angeles

— Experience

beHuman // June 2017 - Present

Senior UI/UX Designer

- Worked with CEO to create an experience map that we wanted the user to feel as they used the app. Designed solution and worked with engineers for implementation.
- Conducted surveys, in-person user testing, and used product analysis tools to discover potential new features geared toward increasing core critical events.
- Owned and led end to end design from ideation to execution to solve critical issues with retention in the platform.
- Created mood boards, UI kits, prototypes, and pixel perfect designs handed off to development and managed through till completion in agile environment.

Bonafi // Feb 2018 - Present

Branding Consultant

- Collaborated with founder to create an information architectural model to set as a foundational block for branding language and mobile/web experience.
- Created identity and branding guidelines to be used in marketing, pitches and websites.
- Rapidly produced multiple visual directions/variations and UX/UI concepts.

Mojo Certified // Dec 2015 - Nov 2016

UI/UX Designer (Freelance)

- Designed the entire user interface for both user and professional mobile applications including user flow diagrams, product mapping, wireframes, hi-fidelity designs and prototypes.
- Communicated with founders during design stages explaining rationales behind design choices.
- Acted as a liaison between founders and app developing agencies to ensure features/designs were achievable for the first iteration.
- Storyboarded, filmed, and edited Mojo Certified commercial to help raise funding from investors.

Color Image Apparel // Aug 2014 - Aug 2015

Jr. Graphic Designer

- Promoted consistent brand standards for retail POS materials, catalogs, tradeshow materials, print/digital advertising for each subsidiary: Alo Yoga, Alo Sport, Bella+Canvas, and Bella Luxx.
- Led the design and worked with vendors to create shipping boxes for Bella+Canvas and Alo Yoga.
- Maintained a 1% complaint rate for brands by overseeing the completion and manufacturing process for artwork/assets sent to print houses.

— Education

Loyola Marymount University

- B.B.A. Business Management & Entrepreneurship

Designation UI/UX Bootcamp

— Skills

Adobe Creative Suite, Premiere Pro, Lightroom, Sketch, InVision App, Principle for Mac
Photography, Videography, Retouching, Marketing Campaigns, Growth, Sales, HTML, CSS