

DANIEL TAK

UX Designer with strengths in product strategy and visual design

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EXPERIENCE

Freelance

User Experience Designer

Mar 2019 - Present

- Applying design thinking principles to web/mobile product design
- Conducting user research to understand qualitative insights of customers
- Creating low to high fidelity wireframes on Sketch/Figma
- Worked with clients in film, non-profit, and crowdfunding industries

R/GA

UX Design Intern

Jun 2019 - Aug 2019

- Focused on product strategy and mobile/web wireframing for clients
- Collaborated with UX team on Sketch/Figma for product design
- Presented conceptual ideas for product strategy to client teams
- Practiced experiential design to improve R/GA's onboarding process

The Penny Lane Agency

UX Designer

Jan 2019 - Mar 2019

- Conducted user interviews to find insights of location scouts
- Synthesized research with affinity maps and storyboards
- Consulted the client on visual design of website
- Created a high fidelity prototype of web-based product using Figma

PROJECTS

Virgin Hyperloop One Ticketing Concept App

UX/UI Designer

Team of 4 UX designers created prototypes of a concept ticketing app for Virgin Hyperloop One's revolutionary pod travel

- Conducted user interviews to find insights on new and frequent travelers
- Synthesized data to create personas and prioritize features
- Rapid prototyped possible solutions using sketches and wireframes
- Simulated a 'Hyperloop One Station' to conduct usability tests
- Led the visual design of the high fidelity prototype using a style guide

EDUCATION

General Assembly

UX Design Immersive Course

University of California, Davis

B.A. Creative Writing

Minor in Psychology

SKILLS

Survey Design

User Interviews

Contextual Inquiry

Affinity Mapping

Persona Creation

User Journeys

Problem Statements

Feature Prioritization

Rapid Prototyping

Wireframes

Visual Design

Usability Testing

Agile Project Planning

TOOLS

Sketch

Figma

InVision

Photoshop

Principle

Zeplin

Webflow