

JONATHON DAKARAI



IMAGINATIVE PRODUCT DESIGNER WITH 8+ YEARS OF EXPERIENCE



CONTACT

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WEBSITES

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EXPERIENCE



PRODUCT DESIGNER

Jan - Feb 2021
Remote

BELEIVR, LGBTQ+ DATING APP *(contract)*

Championed human centered design approach on a 3-week design sprint based on guerilla user research & SWOT analysis. Designed a 40-screen prototype with 5 features & conducted usability testing where 73% of users preferred the new designs. Boosted average NPS from 6.88 to 8.26 by gleaning insights from users.

UX/UI DESIGNER

Nov - Dec 2020
Remote

SHAPESCALE, 3D BODY SCANNING *(contract)*

Collaborated with a team of 3 designers on a 3-week design sprint to improve an iOS app that measures body fat & lean muscle mass. Optimized average time -on-task over 3 rounds of usability testing with 15 users by 20% using mockups & prototypes made in Figma.

PRODUCT DESIGNER

Jun 2015 - Oct 2020
San Francisco, CA

APOLLO FOTOGRAFIE, EVENT PRODUCTION AGENCY

Generated \$5 million in revenue by coordination cross-functional teams to complete design projects from ideation to delivery. Increased contact form conversion rate from 3% to 5% by consolidating information architecture, user flows, & site maps. Produced brand style guide & developed primary persona to drive design choices.

VISUAL DESIGNER

Jul 2013 - Jun 2015
Oakland, CA

IMPACT HUB, COWORKING SPACE

Facilitated the generation of \$3 million in sales using empathy mapping to revamp responsive website with a team of designers & developers. Created production assets (photos, videos, graphics, copy) to create a content strategy that resulted in a 1000% rise in email sign-ups.

SKILLS & TOOLS



Affinity Mapping
Agile
Brand Development
Card Sorting
Creative Strategy
Graphic Design
HTML
Personas
Prototyping
Storytelling
Usability Testing
User Research
Visual Design
Wireframing

Adobe XD
Asana
Figma
Google Suite
Illustrator
InDesign
Invision
Jira
Keynote
Miro
Photoshop
Premiere
Sketch
Wordpress

EDUCATION



GENERAL ASSEMBLY (2021)
User Experience Design Immersive Certification

PROJECT MANAGEMENT INSTITUTE (2020)
Certified Associate in Project Management

SCRUM ALLIANCE (2020)
Certified Scrum Master

PRODUCT SCHOOL (2019)
Certified Product Manager

BOSTON UNIVERSITY (2009)
Bachelor of Science Degree in Film & Television Production