

Daniel Kobylarz

User Experience Designer & Researcher

Versatile designer & researcher with a knack for user empathy. Experienced in solving complex problems using creativity, multi-faceted perspectives, and a user-centered approach.

Experience

Jan 2022 - Present

UX Designer, *Freelance*

Collaborated with cross-functional teams to provide insight in conceptualizing solutions and evangelizing best practices across web, mobile, and desktop products

Clients include:

- Takeda Pharmaceuticals – Primary Immunodeficiency Brands
 - Conducted a competitive audit with heuristic evaluation for both HCP & Patient US websites
 - Laid groundwork aimed at improving various KPI's
- Amgen Biotechnology – Osteoporosis
 - Produced and designed user journeys, user flows, and wireframes for the HCP chatbot experience and Canadian banner ads
 - Redesigned Information Architecture for a more streamlined experience
- William Paterson University – Audiovisual Perception Lab
 - Designed experimental psychological software interfaces, including data collection logic & visualization, onboarding screens

Jan 2017 - Present

Game Developer – UX Design & Audio, *Digital Mosaic Games*

Creating award-winning video-game titles, credited on 6 releases across: Xbox, Nintendo Switch, PC, Mac, iOS & Android devices

- Redesigned website, increasing annual conversions by 13% via improved CTA's and lowered bounce rate by 15%
- Conducted user research with players, including A/B testing game builds, synthesizing feedback, presenting findings via AGILE workflow. Created personas, wireframes, task flows for a complete UCD approach in a gamedev environment.

June 2017 – September 2021

Care Coordinator, *Woods Services*

- Lead team of 14 in caring for 22 individuals with disabilities
- Managed data-driven care plans on 90-day cycles to ensure highest level of care provided to residents
- Acted as superuser for Electronic Health Record (EHR), including training teams, arranging addition/removal of care modules, and aiding in transition of new software systems within the organization over 12-month period

Education

2022

Master of Science

User-Centered Design

Brandeis University, 4.0 GPA

2014

Bachelor of Arts

Psychology

William Paterson University of New Jersey

2014

Bachelor of Arts

Music

William Paterson University of New Jersey

Skills

- Design – Wireframing, Figma, Adobe XD, Balsamiq, Axure, UI Design, Unity3D, VR Interface Design, Adobe Creative Suite
- Research – Usability testing, Interviews, Surveys, Ethnography, Competitive & Heuristic Analyses, User Journeys, Information Architecture, Storyboards, Task Flows, Card Sorting
- Team Player & Self Starter – experience and success as a solo designer along with working in and managing teams

Contact

(201) 983-1852

danielkobylarz@gmail.com

www.danieldoes.design