

# Daniel Rieger

New York, NY

Ux designer

linked in: /riegerdaniel  
dan.j.rieger@gmail.com  
drieggs.github.io  
631-338-6688

I first developed my design skills by teaching myself UI/UX design and front-end coding as a founder of a mobile app development company. In order to further advance my skills, I honed and validated my design talents through the User Experience Design Immersive training at General Assembly. Since General Assembly I've been working freelance and with a small agency on dozens of different products.

## Design Experience

### Contract UI Designer

2/27/17 - Present

SKM LLC, Southampton NY

- Lead UX/UI designer for a plethora of different clients and projects. My role was to bring projects from ideation to pixel perfect designs.
- Follow user centered ideas throughout all of the projects, no matter how large or small the design.

### Contract UX Designer / Front-end Dev

11/3/16 - 2/20/17

Sadotech, Long Island NY

- Conducted user research in order to determine the cause of a low e-commerce conversion rate on the company's new site.
- Completed a full site redesign based on the research, then implemented the new design through HTML/CSS as well as Liquid (Shopify language).
- Monitored google analytics to track different e-commerce funnels; the conversion rate increased from 2.1% to 4.3% after the redesign.

### Co-Founder & Director of Growth

12/2013 - 2/2015

Besso Labs LLC, Chicago IL

- Created wireframes, prototypes, and designed/coded UI for multiple cross-platform mobile applications.
- Analyzed user data to identify opportunities for improvement in application capability and design for the development team.

## Other Experience

### Chief Marketing Officer

8/2012-6/2013

Basilar Technologies LLC, Chicago, IL

### Digital Marketing Director

10/2010-7/2012

Kinetik Entertainment LLC, Chicago, IL

## Skills

### User Centered Skills

User Research  
User Interviews  
Competitive Analysis  
User Flows  
Usability Testing  
Story Boarding  
Persona Creation

### Design Skills

Wireframing  
Prototyping  
Lean/agile Design Methods  
Illustrator  
Sketch3  
Balsamiq

### Dev Skills

HTML  
CSS  
Javascript basics  
Liquid basics  
Google Analytics

## Education

### Northwestern University

Chicago IL, 2009-2013  
Bachelor of Science  
Major: Psychology

### General Assembly

New York NY, 2016  
Immersive Program  
User Experience Design