DANIEL J. RIEGER

dan.j.rieger@gmail.com 610 6th Street, Apt 3F Brooklyn, NY 11215 (631) 338-6688

SKILLS

User Centered Skills: User Research, Conducting and Analyzing User Interviews, Competitive Analysis, User Flows, Usability Testing, Persona Creation

Design skills: Wireframes, Prototyping, Lean/agile Design Methods, Illustrator, Sketch3, Balsamiq, Axure, Omnigraffle.

Computer skills: HTML and CSS, UI and UX Design, Adobe Illustrator, Microsoft Office

PROFESSIONAL EXPERIENCE

Freelance UX/UI Web Designer

Freelance

12/2014-Present

12/2013-11/2014

Co-Founder & Director of Growth

Besso Labs LLC, Chicago IL

- Created wireframes, prototypes, and designed/coded UI for multiple cross-platform mobile applications.
- Developed the release plan and oversaw the alpha and beta releases of a social media mobile application named Echo.
- Collected and evaluated data on potential users through interviews, testing, and in-app feedback
- Analyzed user data to identify opportunities for improvement in application capability and design for the development team.

Chief Marketing Officer

08/2012-06/2013

Basilar Technologies LLC, Chicago, IL

- Conducted extensive market research and analysis to identify our pricing, the competition, and customer needs.
- Formed a network by developing partnerships within the digital music equipment world.
- Established an online presence through social media and implementation of a landing page.

Digital Marketing Director

10/2010-07/2012

Kinetik Entertainment LLC, Chicago, IL

- Worked alongside the CEO and our main artist to establish the company.
- Created and managed the online social media profiles of several musical performers.
- Partnered with online publishers to set up interviews with artists.
- Promoted the online presence of the company's main artist: Gained 250,000 views per video on Youtube, received 5,000 likes on Facebook and added over 10,000 twitter followers.

EDUCATION

Northwestern University

09/2009-06/2013

Bachelor of Science

Major: Psychology, Minor: Business Institutions