

DANIEL PRESTO

JR. USER RESEARCHER / USER INTERFACE DESIGNER

Atlanta, GA 30307

Phone: 404.446.7388 | Email: Danieljpresto@gmail.com

LinkedIn: www.linkedin.com/in/danieljpresto/ | Portfolio: In Process

SUMMARY

Solution-motivated UX/UI Designer with a strong foundation in creative design focused on usability, retention, and enjoyment for users. Past training in web and mobile design are the foundation of creating unique solutions to current problems while moving brands forward to achieve delightful user experiences, increase brand loyalty and growth, and align user and business goals.

TECHNICAL SKILLS

Technical:

- Figma
- Miro
- Adobe XD
- HTML/ CSS

UX/UI:

- User Testing
- Empathy Mapping
- Priority Matrix
- User Storyline
- Protopersona
- Competitor Analysis

PROJECTS

Living La Vida Local - Mobile App Creation | **Link to Project:** coming soon

- Living La Vida Local the mobile application brainchild of a 5 person design team that solves a real world user problem. Utilizing Human-centered design and the UX/UI design process the team was able to create a High-Fidelity clickable prototype in Figma for further business development consideration
- Core responsibilities included concept creation, user analysis and priority mapping, user testing throughout several iterations of the design, and final presentation of the design process and high-fidelity prototype for peer review
- Tools used include: Figma, Miro, Trello, Google Slides, Slack, Zoom, and Google Drive

Department of the Interior - Government Website | **Link to Project:** coming soon

- Government website redesign of the Department of the Interior based on user testing analysis of the original website. This 6 person team project focused on creating a website that was exciting visually, exciting to interact with all while being informationally powerful for users.
- Core responsibilities included concept creation, user analysis and priority mapping, user testing throughout several iterations of the design, and final presentation of the design process and high-fidelity prototype for peer review

- Tools used include: Figma, Miro, Trello, Google Slides, Slack, Zoom, and Google Drive

Saving Grace - Non-profit Website | Link to Project: coming soon

- The Saving Grace website redesign was brought to life by a 5 person design team. In this project the design team created a vision for the website based off issues seen in the original design of the website. Through user testing, input, and analysis the team confirmed and expanded upon areas of the website that could be improved. The result was a high-fidelity prototype that allowed users to quickly start the adoption process while maintaining the integrity of the foundation in finding dogs loving and responsible owners.
- Core responsibilities included concept creation, user analysis and priority mapping, user testing throughout several iterations of the design, and final presentation of the design process and high-fidelity prototype for peer review
- Tools used include: Figma, Miro, Trello, Google Slides, Slack, Zoom, and Google Drive

EXPERIENCE

Title of your role as an Intern/Volunteer/Assistant/Employee 2018– Present
Trader Joe's Atlanta, GA
 Responsibilities; Section Leader · Visual Merchandising · Order writer · New Hire Trainer · Extensive Product Knowledge · Safety Trainer · Customer Experience · Point of Sale (POS) Systems

Key Accomplishments:

- Awarded special bonus during review period for being seen as one of the top four crew members in the store. Received this bonus twice
- Consistently the top growth in rate of change for Georgia in several different store sections while leading the section
- Top grossing produce store in Georgia while in the section leadership role for produce

EDUCATION

Georgia Institute of Technology, Atlanta, GA
UX/ UI Design Boot Camp Certificate
 sep 2022- Mar 2023

An intensive 24-week long boot camp dedicated to covering and applying hands-on experience in the fundamentals of user interface and user experience. Skills learned consist of user-centric design research, design thinking, visual prototyping and wireframing, interface design, storyboarding, visual design theory, web prototyping with HTML5 and CSS, interaction design with JavaScript and jQuery

The University of Georgia, Athens, GA
BA: Theater lighting design / Spanish
 2010 - 2014

Double major in Technical theater lighting and Spanish while at The University of Georgia. Final semester of school was completed in a 4 month program in Buenos Aires, Argentina.