Daniel Rieger

New York, NY

Ux designer

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As a UX designer, my desires for discovering new things and advancing my skills is insatiable. I first developed my design skills by teaching myself UI/UX design and front-end coding while bootstrapping several startups. Then I honed those skills through the User Experience Design Immersive training at General Assembly. Working long hours in a small team has taught me to quickly adjust to new environments and has allowed me understand how all the parts of a company need to work together.

Design Experience

Contract UI Designer
2/27/17 - 4/2/17

SKM LLC, Southampton NY
• Contracted to design 7 different website UI perfect templates after establishing good UX practices for all of them.
• Created several different sets of wireframes after conducting user research; each wireframe became 2-3 different UI designs.

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
12/2013-11/2014

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