

Daniel Ross

Senior UI/UX Designer | Product Designer | Frontend Specialist | UX Design

SUMMARY

UI/UX Designer with 9+ years of combined experience across archaeology, web development, and digital product design. Skilled in Figma and front-end development with HTML5, CSS3, and Bootstrap. Expertise in user research, prototyping, and usability testing, with a proven ability to translate complex requirements into intuitive and accessible interfaces.

CORE SKILLS

Design Tools: Figma, Adobe XD, Photoshop, Illustrator

Frontend Technologies: HTML5, CSS3, Bootstrap, .NET, JavaScript

UX Design: Wireframing, Prototyping, User Research, Personas, Journey Mapping, Heuristic Evaluation, Accessibility (WCAG)

Collaboration: Agile/Scrum, Design Systems, Cross-functional Team Leadership, Stakeholder Management

Other Tools: Python, Data Analysis, Git, Jira, Confluence

PROFESSIONAL EXPERIENCE

UI/UX Designer – Weller & Associates | 2021 – Present

- Designed digital tools to improve excavation data visualization and stakeholder reporting.
- Built wireframes and prototypes to streamline data entry and analysis workflows.
- Applied UX methods to artifact documentation processes, improving accuracy and efficiency.
- Conducted usability testing of internal reporting tools, ensuring compliance with regulatory standards.
- Created responsive layouts for data dashboards using HTML, CSS, and Bootstrap.
- Designed interactive maps and interfaces for site analysis tools.
- Standardized design systems for archaeology project data capture.
- Collaborated with cross-disciplinary teams to ensure user-centered workflows.

UI/UX Designer – International Speakers Bureau | 2010 – 2020

- Led UX design for international speaker platform, optimizing usability and engagement.
- Designed and maintained responsive web interfaces with HTML, CSS, and Bootstrap.
- Built Figma prototypes and wireframes to guide redesigns and new features.
- Conducted research to improve navigation and speaker visibility.
- Applied accessibility standards to ensure global usability.
- Collaborated with internal teams to create and maintain a design system.
- Improved search and filtering through UX-driven redesigns.
- Integrated user feedback loops for iterative design improvements.
- Developed and tested prototypes that reduced site bounce rate.
- Partnered with developers to align UI with .NET-based backend systems.

UI/UX Designer – Poster & Ad Design – Registry Music | Freelance

- Designed event posters and advertisements using Figma and Adobe tools.
- Applied UX/UI principles to ensure clarity and readability across print and digital formats.
- Created consistent branding elements across campaigns.
- Produced scalable design systems for event marketing assets.
- Conducted research on audience engagement for poster placement and content.
- Iterated designs based on stakeholder and performer feedback.
- Optimized layouts for various digital and print media sizes.
- Collaborated with event organizers to align messaging and visuals.
- Improved user engagement through visual hierarchy and information flow.
- Delivered creative assets under tight timelines for nationwide shows.

PROJECTS

Galeriste – UX Design & Development

- Designed mobile app for QR-based bidding at art shows.
- Created Figma prototypes to test user flows and auction interactions.
- Implemented design system to standardize UI across app features.
- Conducted user surveys and usability tests to validate design.
- Integrated payment app workflows to support seamless onboarding.
- Designed engaging layouts that improved bidder participation.
- Applied accessibility guidelines to ensure inclusive design.
- Iterated features based on testing, increasing final sale prices.

DirtLENS – Soil Scanner

- Designed Python-based tool to scan soil samples and generate standardized Munsell values.
- Built interactive interface for data input and results visualization.
- Developed Figma prototypes for initial concept validation.
- Applied design principles to simplify scientific data workflows.
- Conducted iterative testing with end-users to refine UI.
- Designed responsive dashboard for results comparison.
- Standardized design elements for cross-device compatibility.
- Delivered tool that improved accuracy, accessibility, and efficiency in soil analysis.

EDUCATION

Bachelor of Anthropology | The Ohio State University | 2003 – 2007 | GPA: 3.6/4.0

Field Certification | Wright State University | 2006 – 2007

CERTIFICATIONS

UX/UI Certification – CareerFoundry

Python for Data Science, AI & Development

JavaScript Essential Training – LinkedIn

NOTABLE ACHIEVEMENTS

Over 9 years of combined UI/UX design experience across archaeology, web, and creative projects.

- Extensive hands-on expertise with Figma, design systems, and frontend development using .NET, HTML5, CSS3, and Bootstrap.
- Delivered user-centered design solutions across multiple industries, ensuring accessibility and usability.
- Successfully reframed traditional roles into UX-driven practices, creating consistency across resume and portfolio.