

# Daniel Lief

[LinkedIn](#) | [daniel\\_lief@berkeley.edu](mailto:daniel_lief@berkeley.edu) | [Portfolio](#)

## Education

**University of California, Berkeley** (Aug 2024 - Expected May 2028)

- B.S. Electrical Engineering & Computer Science
- GPA: 4.00/4.00, Dean's List College of Engineering
- Relevant Coursework: Interpretation of Computer Programs, Data Structures

## Experience

**Think Of Us**, *Frontend Developer* (Jan 2025 - May 2025)

- Engineered a new web app for a nonprofit organization serving 6,000+ clients, helping foster care youth
- Created lo-fi and hi-fi Figma designs focusing on organization of hundreds of transactions
- Coded 4 efficient and responsive frontend pages in HTML, NextJS, Tailwind CSS, and Typescript
- Worked with backend developers to integrate final full stack website, reducing search time by 50%

**DoorList**, *Product Designer* (Sep 2024 - Dec 2024)

- Improved the UX of a social app with 3M+ event invites across 150+ major universities like Berkeley and UVA
- Planned a full new onboarding process to increase user retention, 50% faster than the original version
- Prototyped multiple iterations of lo-fi, mid-fi, and hi-fi designs in Figma for key product flows
- Researched ideas to boost photo sharing feature interaction, leading to 400% more photos posted within the app

**Daly City Youth Health Center**, *UX Designer* (Sep 2024 - Dec 2024)

- Redesigned the external website of a health organization serving 3,000+ community members
- Made full Figma wireframes and prototypes of new designs for three key landing and program pages
- Implemented frontend of website using Squarespace's builder tools, custom HTML, and CSS
- Converted to mobile-friendly design to better support 1000 lower-income clients viewing on their phones

**Youphoria**, *UX Researcher* (Jun 2024 - Aug 2024)

- Collected quantitative and qualitative data on a health startup app with 2,000+ active users and \$8M+ ARR
- Tested the app daily and translated user insights into actionable ideas to improve product experience
- Designed and launched an organic social media marketing campaign, attracting 100 new users
- Illustrated and presented design changes for the home page to declutter the layout and boost user retention by 60%

**Codepad**, *Frontend Developer* (Dec 2021 - Sep 2023)

- Developed and deployed new features for an online code editing website with 500+ projects created
- Built a dynamic online user profile page using Flask (Python), HTML, and CSS for account management
- Streamlined the home page layout to increase page clicks and in-site user interaction by 200%
- Drafted and proposed ideas for improving user flow, including new color themes and layout adjustments

## Projects

**Amazon Music**, *Design@Berkeley Designathon* (Apr 2025)

- Focused on how to create new ways for listeners and creators to engage with the Amazon Music mobile app
- Designed several new features including a chat system and live listening party to differentiate the app
- Created hi-fi designs in Figma, maintaining consistency with existing style while synthesizing our ideas

**ocean.ai**, *TurtleHacks* (May 2023)

- Created a web app that analyzes environmental data to predict ocean trash migration patterns over time
- Built a clean, simple, and visually appealing frontend in VueJS, HTML, CSS, and Javascript
- Performed backend data analysis of wind, ocean current, and debris data in Python to support predictions
- Won Best Environmental Hack award out of 338 participants at TurtleHacks

## Skills

Design: Figma, Prototyping, Wireframing, User Research, Usability Testing, A/B Testing, Affinity Mapping, User Personas, Adobe Photoshop, Adobe XD, Sketch, Squarespace

Programming: Python, Javascript, HTML, CSS, React, NextJS, Tailwind, VueJS, Flask, Typescript, Java, Firebase, SQL, Unity, C#, Numpy, MatLab, Lisp