

# Daniel Mejía

## UX/UI Designer

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## Skills

### UX

Affinity diagramming  
Interviews  
Personas  
Prototyping  
Research  
Usability testing  
User flows  
Wireframing

### UI

Branding  
HTML5 & CSS3  
JavaScript  
jQuery  
Layout design  
Mood boards  
Site map  
Style guides  
Style tiles  
Typography  
Task flow  
Website design

## Tools

Axure  
Illustrator  
InDesign  
InVision  
Photoshop  
POP  
Proto.io  
Sketch

## Professional history

### Designer

McGraw-Hill Education Columbus, OH, 2017

As part of the Math team, I help brand and ideate print covers, design marketing pieces, and build feature patterns in HTML and CSS for their new digital platform. I developed and tested a new innovative prototype in collaboration with the UX team, then synthesized test findings to inform future design decisions

### UX/UI Designer

DESIGNATION Chicago, IL, 2016

I created design strategies and tactics in small teams to solve client business problems in user-centered, research based, intensive agile environment, for clients including:

*The Graide Network* – Tested current platform to define user's pain points. Performed additional domain research to understand platform's position in the market. Created and tested a user centered prototype.

*Emotilink* – Performed marketplace domain research and competitive analysis. Delivered mid-fidelity interaction design for provider's side of product.

### Graphic and Web Designer

Freelance San Juan, PR, 2014-2015

Graphic design, web design, branding and social media consulting, for clients including:

*Zambrana Health Coach* – Designed brand. Made visual identity for some of the client's products. Established an online presence to help promote the brand.

*Aquaflow Swim School* – Designed website and logo. Taught client how to promote business online and use social media as an educational resource for students.

### Art Director and Web Designer

Island Publishing Services BVI, 2012-2014

Used social media to promote The Welcome Guide to the British Virgin Islands and The BVI Restaurant Guide, two of the British Virgin Islands' official tourism magazines. Created content that included articles, stories and movie reviews. Shot and edited photographs. Responsible for the magazines' design and print production.

### Graphic Designer

YMCA Broward Fort Lauderdale, FL, 2012

Collaborated in the design and production of all collateral for the 2012 YMCA January Campaign and The 8th Annual Martin Luther King, Jr. Inspirational Breakfast. Co-designed the 2012 YMCA programs guide following YMCA brand guidelines.

### Intelligence Analyst (96B)

US Army Fort Huachuca, AZ, 2004

Conducted research on enemy combatants and synthesized data gathered from soldiers in the field. Planned strategic and goal-oriented courses of action while considering terrain limitations, rules of engagement, resources and other potential logistical constraints.

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## Education

### Graphic Design, Associate Degree

The Art Institute of Fort Lauderdale  
Fort Lauderdale, FL, 2011

### Art History, Bachelor's Degree

Universidad de Puerto Rico  
Rio Piedras, PR, 2008