

Daniel Mejía

Visual Designer

daniel-mejia.com

hello@daniel-mejia.com

(787) 530-7181

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

Graphic Design

Advertising Design
Brochure Design
Editorial Design
Illustration
Photo Editing

Tools

Axure
Illustrator
InDesign
InVision
Photoshop
POP
Proto.io
Sketch

Professional history

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 taking into consideration terrain limitations, rules of engagement, resources and other potential logistical constraints.

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