




# DANIEL SCHREINER

Curious, passionate musician-turned-UX/UI Designer interested in strategizing and prototyping practical, innovative, and user-driven design solutions.

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-  Brooklyn, NY  
Open to remote/hybrid work

## UX/UI DESIGN PROJECTS

### Responsive Portfolio Website

CareerFoundry Frontend Development Specialization, May - June 22

- Designed and coded portfolio website from scratch while learning the basics of HTML, CSS, and JavaScript
- Laid the foundations of site home page, about page, and project page using HTML, styled texts, images, and layouts with a CSS stylesheet, and added a responsive hamburger-style menu using JavaScript

### Muser Expert Advice App

CareerFoundry Case Study, Oct 21 - May 22

- Set out to fill a gap in the market where both professional and amateur musicians can get their questions answered by industry experts, while finding new creative communities in the process
- Conducted competitive analyses, defined problem and hypothesis statements, and visualized user personas, journey maps, and flows distilled from online surveys and in-person interviews
- Iterated on my hypotheses via low, mid, and high-fidelity wireframes, evaluative user testing, design mockups, and a style guide, resulting in a 50-screen interactive mobile prototype

### Studify Vocabulary App

CareerFoundry Case Study, Aug - Sept 21

- Designed the groundwork for a vocabulary-learning app that allows users to easily create and customize flashcards, as well as upload and attach media, to facilitate their study goals
- Conducted competitive and UX analyses, interviewed three participants, formed proto-personas, and designed an interactive prototype from mid-fidelity wireframes

## WORK EXPERIENCE

### Freelance Musician/Piano Instructor

New York, NY, Sept 14 - Present

- Taught individual lessons to students ages 4-65 both privately and at various community music schools around New York City
- Accompanied classical singers, instrumentalists, and Actor's Equity Union auditions for concerts and recording sessions

### Freelance Writer

New York, NY, Sept 17 - Present

- Wrote 20+ applications for music and interdisciplinary art projects, individual grants, residencies, and fellowships; orchestrated marketing campaigns for own concerts, recordings, and events on social media and personal website
- Wrote press releases, critical concert/album reviews, and edited scholarly papers for hire

## SKILLS

- Mobile-first and responsive design
- Iterative wireframing and prototyping
- Personas, journey maps, and user flows
- Style guides and visual branding
- Usability and preference testing
- Generative and evaluative user research
- HTML/CSS/JS

## TOOLS

- Figma
- Adobe XD
- Balsamiq
- Marvel
- UsabilityHub
- OptimalSort

## EDUCATION

- **UX Design Certificate**  
CareerFoundry | June 2022
- **Master of Music**  
The New School | May 2017
- **Bachelor of Arts**  
Williams College | June 2014