

# DANIEL SCHREINER

Curious, passionate UX/UI Designer interested in crafting multisensory, inclusive customer experiences that help creative, socially-conscious users and companies thrive.

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- 📍 Brooklyn, NY  
Open to remote/hybrid work

## EXPERIENCE

### UX Designer, Royalty Hub App

Tech Fleet Community DAO Contract, Sept 22 - Present

- Work with cross-functional team and client in Agile framework to define phase 1 product goals for Royalty Hub: an investing app aiming to democratize music royalty streams without giving up copyright ownership
- Conduct heuristic evaluation of existing app prototype, assist Research and Strategy teams in clarifying user journey for both artist and investor app views
- Produce UX Design artifacts including proto-personas, user flows, and wireframes

### UX/UI Designer, Book Me Barber App

Freelance/Contract, Sept 22 - Present

- Work with client to increase barber booking app's user retention through IA/UI redesign
- Conduct competitive/SWOT/UX analysis of three other apps in the market to identify opportunities and recommend improvements
- Organize and execute three user interviews/usability tests with current app iteration to clarify user pain points

### Freelance/Contract Writer

New York, NY, Sept 17 - Present

- Crafted municipal, state, and private foundation grant proposals, as well as social media PR/content strategy for various arts sector nonprofits
- Wrote press releases, critical concert/album reviews, and edited scholarly papers for hire
- Wrote 20+ applications for music and interdisciplinary art projects, residencies, and fellowships; orchestrated marketing campaigns for own concerts, recordings, and events

### Freelance Musician/Piano Instructor

New York, NY, Sept 14 - Present

- Performed in more than 45 concerts since Masters degree in Europe and across the USA, appeared as guest pianist with numerous ensembles, completed one-year residency in Paris
- Taught individual lessons to students ages 4-65, accompanied classical singers, instrumentalists, and musical theater actors for concerts and recording sessions

## DESIGN PROJECTS

### Muser Expert Advice App

CareerFoundry Case Study, Oct 21 - May 22

- Conducted competitive analyses, defined problem and hypothesis statements, and visualized personas, mental models, customer journey maps, user flows, and a sitemap 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

### Study 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

## SKILLS

- Mobile-first and responsive design
- Style guides and design systems
- Personas, journey maps, and user flows
- Iterative wireframing and prototyping
- Usability and preference testing
- HTML/CSS/JS
- WCAG 2.0 accessibility guidelines

## TOOLS

- Figma
- Adobe XD
- Balsamiq
- Marvel
- UsabilityHub

## EDUCATION

- **UX Design Certificate**  
CareerFoundry  
June 2022
- **Master of Music**  
The New School  
May 2017
- **Bachelor of Arts**  
Williams College  
June 2014  
(Music and Studio Art double major)

## LANGUAGES

- French | Fluent
- Italian | Proficient
- German | Intermediate