Daniell Yang

www.daniell.design

daniellyang1@gmail.com

EXPERIENCE

Coinbase / Product Designer
Jan 2022 - Present

Crafting delightful experiences for the Retail Growth team to make the process of joining and referring friends to Coinbase as seamless as possible. Collaborating with product to design features that increase user acquisition, engagement and retention in the crypto winter.

Block / Product Designer
Sep 2021 - Dec 2021

Lead the redesign of Square for Retail's new merchant onboarding experience across desktop, tablet, and mobile. Located friction points via user interviews and improved the user journey to increase merchant completion and subscription upsell rates.

Datadog / Product Designer (Design Systems)
Jan 2021 - Apr 2021

Identified opportunities to develop, document and evangelize reusable UI and UX patterns to improve the connectedness of Datadog's monitoring platform — which helps engineers in enterprises around the world make sense of billions of data points in real time.

Square / Product Designer
May 2020 - Sep 2020

Designed and validated cross-location ordering on Square for Retail's POS app to empower brick and mortar businesses to sell their global inventory from any store during COVID-19. Collaborated with leadership to plan the road-map of Retail's multi-channel strategy.

Shopify / Product Designer
Jan 2019 - Dec 2019

Championed the UX research and design of core features in Shopify's revamped online store editor for 1,000,000+ businesses. Worked cross-functionally with product, marketing and developer relations to ensure the success of our biggest product launch since inception.

SKILLS

Growth Design, Interaction Design	Figma, Sketch	HTML, CSS
Product Thinking, Prototyping	InVision, Origami Studio	Javascript, React
UI/UX Design, User Research	Principle, Illustrator	C++, Python
Usability Testing, Systems Design	InDesign, Photoshop	Java, SwiftUI

EDUCATION

University of Waterloo
Sep 2017 - Apr 2022

Bachelors of Arts in Honors Computer Science and Financial Management
Coursework: Human-Computer Interaction, Interface Design, Mobile User Interfaces

INTERESTS

Badminton, Blob emojis, ~~Investing~~ Gambling (in crypto, Pokémon cards and stocks), Karaoke, Poker