DANIELL YANG
designer, developer, investor

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SKILLS

Wireframing
Prototyping
Visual Design
Copy Writing
Usability Testing
A/B Testing

Photoshop, Illustrator
InDesign, Premiere Pro
Sketch, Balsamiq
Figma, InVision

HTML/CSS
JavaScript, C
Python, JIRA

EDUCATION

University of Waterloo
Computer Science and Finance
2017 - 2022

Udemy
Intro to Web Development
2018

Yale University
Financial Theory (ECON 251)
2018

HONOURS

HackWestern4
Best Machine Learning Hack
2017

DECA Internationals
Top 10, Sports Marketing
2017

Badminton Ontario
1st Place, Mixed Doubles
2017

INTERESTS

Comic-books
Cooking
Rom Coms

EXPERIENCE

Pound & Grain, Design Intern
Summer 2018
- Designed user flows and high-fidelity mockups (desktop, tablet and mobile) for *Secret Location* and *Creaghan McConnell Group*
- Outlined Pound & Grain's value proposal in pitch decks to bring in over $500,000 in new business
- Created brand bibles for clients such as *Weight Watchers* and *Viacom*

Computer Science and Finance Association, Co-Founder
2017 - Present
- Created club to fill the lack of guidance and educational resources on the intersection between computer science and finance
- Fostered a student community for those in the Computer Science and Finance program reducing drop-out rate by 33%

Financial Analysis Risk Management Association, Research Analyst
2017 - Present
- Educated over 100 members on the 2017 US economy through fundamental analysis of over 40 publicly listed companies

UW Finance Association, Marketing Analyst
2017 - Present
- Increased member retention and traction by 20% through social media advertising
- Reached over 1400 people on Facebook, Instagram and Reddit using Adobe Photoshop, Illustrator and InDesign to modernize marketing materials

RW Badminton Club, Coach
2014 - 2017
- Oversaw the summer camp program and generated a fun atmosphere that led to more than 80% customer retention throughout the regular season and a 10% increase in new members

PROJECTS

Personal Portfolio
HTML, CSS/Javascript, Bootstrap
- Self-learned web development tools and web hosting to create a fully responsive website that showcases product design, graphic design and development work

Bella
Python
- Created an iOS app utilizing InterAxon's Muse headband to analyze an individual's brain-waves to generate a dynamic Spotify playlist perfectly suited for the user's complex and unique state of mind