

# Daniell Yang

daniell.design  
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## EXPERIENCE

### Coinbase / Product Designer

Jun 2022 - Present

Leading design across the entire discovery and research experience, empowering beginner and advanced crypto investors with novel tools and insights to make informed trading decisions.

Built delightful experiences on the growth team to make the process of joining and referring friends to Coinbase as seamless as possible. Rigorously validated designs through user research and A/B testing to develop solutions that solved both customer and business needs.

### 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 key 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, Rapid 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

Relevant courses: Human-Computer Interaction, Object-oriented programming, Databases

## INTERESTS

Badminton, Blob emojis, Investing in Gambling on [Pokémon cards, stocks, crypto], Karaoke, Poker

