Daniel Roberto

Aspiring UX Designer | San Diego, CA

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EXPERIENCE

Teango Technologies
Design Intern
• Working alongside engineers on product design and with developers on web/app design
• Assisted in defining user needs and personas
• Collaborated with developers on competitor analysis, conducted heuristic evaluation of website and designed mockups for the app

Macy's, Inc.
Retail Sales Associate
• Worked in a fast paced retail environment to provide a pleasant shopping experience and customer service to customers

PROJECTS

SD School Gardens Teacher Collaboration Tool
User Liaison + Developer
• Communicated with potential users for needfinding and empathy mapping, conducted competitor analysis and produced prototypes for user testing of a information hub for school gardening

Safety Squad
Researcher + Designer
• Conducted interviews to define user needs and personas for an app feature that addresses issues and incidents on campus
• Produced high fidelity mockups to prototype for user testing via InVision

Sharpshooters
Researcher + Manager
• Utilized piggyback prototyping to facilitate a novel social experience of bringing nearby photographers a single location

Chewsr
Designer + Developer
• Managed a team to develop a web app that randomly chooses restaurants for a user
• Conducted needfinding, user testing, heuristic evaluation, A/B testing, and development in HTML, CSS, JavaScript and Node.JS

EDUCATION

UC San Diego
B.S. Cognitive Science + Human - Computer Interaction
• Expected graduation: June 2017

SKILLS

Languages
HTML
CSS
Javascript
Java
Matlab

UX/UI
User Research
Project Management
Usability Testing
A/B Testing
Heuristic Evaluation
Iterative Prototyping
Empathy Mapping
Mockups
Competitor Analysis
Cognitive Ethnography
Sketching
Photography

Technologies
InVision
Adobe Photoshop
Adobe Lightroom
Github
Heroku