

Daniel Roberto

UX Researcher | San Diego, CA



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EXPERIENCE

Sony Electronics, Inc. (Jun 2017 - present)

Human Factors Engineering / UI Design Intern (UX Researcher)

- Conducted expert and usability reviews on various products
- Assisted in moderation and data capturing in usability testing
- Worked accordingly and alongside stakeholders
- Conducted tests / surveys and evaluate data with various methods
- Recruited participants based on usability test and survey criteria

Brewngo Technologies (May 2016 - Jun 2017)

Design Intern

- Worked alongside engineers on product design and with developers on web/app UX/UI 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. (Dec 2016 - Apr 2017)

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 and produced high fidelity mockups for an app feature that addresses issues and incidents on campus

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

- 2013 - 2017

SKILLS

Languages

HTML

CSS

Javascript

Java

Matlab

UX/UI

User Research

Expert Review

Use Case / Scenarios

Project Management

Usability Testing

A/B Testing

Heuristic Evaluation

Iterative Prototyping

Empathy Mapping

Personas

Customer Journeys

Mockups

Focus Groups

Card Sorting

Competitor Analysis

Accessibility Analysis

Cognitive Ethnography

Sketching

Photography

Technologies

InVision

Adobe Photoshop

Adobe Lightroom

GitHub

Heroku