

Daniel Roberto

Aspiring UX Designer | San Diego, CA



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EXPERIENCE

Teango Technologies

May 2016 - Present

Design Intern

- Working alongside engineers on product design and with developers on web/app design for a portable coffee and tea brewer
- 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.

December 2016 - Present

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