Daniel Roberto
UX Researcher | San Diego, CA

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EXPERIENCE

Sony Electronics, Inc. (Jul 2018 - Present)
Human Factors Engineer (Contractor)
• Moderated usability, OoBE, and sound evaluation tests
• Created reports detailing usability issues and ratings, data, evaluations
  and design recommendations for stakeholders
• Created usability test plans and surveys
• Provided feedback for redesigning quick start guides and mobile app / screen flows
• Supported concept evaluation testing and data organization

Sony Electronics, Inc. (Jun 2017 - Jul 2018)
Human Factors Engineering / UI Design (Intern)
• 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

UX/UI
User Research
Expert Review
Test Moderation
Test Planning
In-person Interviews
Focus Group Interviews
Use Case / Scenarios
Survey Creation
Project Management
Usability Testing
A/B Testing
Usability Reports
Issue Evaluation
Concept Evaluation
Iterative Prototyping
Empathy Mapping
Personas
Customer Journeys
Competitor Analysis
Accessibility Analysis
Trend / Marketing Analysis
Cognitive Ethnography
Concept Ideation
Mockups
Sketching
Photography
Videography

Languages
HTML
CSS
Javascript
Java

Technologies
InVision
Visio
Proto.io
Qualtrics
Adobe Photoshop
Adobe Ilustrator
Microsoft Office