Dan Root   Product Designer

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EXPERIENCE

SKILLS

2013 — Present

Deloitte Digital
Sr. Front End Designer/Developer

Led UI/UX design for REI Snow Report iOS and Android apps

Defined and maintained responsive web style guides to create scalable design systems from re-usable UI components

Collaborated with UX team to design and develop prototypes of UX interactions and proof of concepts

Developed modular React.js applications for Lululemon.com and Walmart.com; improving UX and increasing sales revenue

Contributed additional UI design and Illustration to client pitches and internal projects helping win business contracts

2010 — 2013

Push Design
Lead Web Developer/Interaction Designer

Built and maintained cross-browser compatible/mobile websites—developed with the latest in open source technologies and web standards

Collaborated with project manager, visual designers, and creative director from each project's conception to launch

Identified potential UX problems to team and executed solutions through sketching and prototyping

Instructed colleagues on current web technologies/standards through educational workshops

2006 — 2010

Freelance
Web Designer/Developer

Built client-base of recording artists, healthcare professionals and published authors

Advised clients on web visibility and customer feedback

Designed and developed marketing websites that contributed to client's business growth

EDUCATION

2002 — 2006

SUNY New Paltz
B.S. in Graphic Design

Concentration in graphic design history, theory, and practice. Studied interaction design and web standards.

Technical

Adobe CS

Build Tools (Gulp, Webpack)

CSS3 (Sass, Less, Stylus)

Figma

Git

HTML5 (Jade, Haml)

Invision

JS (jQuery, Angular, React, Vue)

JSON

npm

Sketch App

SVG

HCD

Accessibility

Animation

Illustration

Interaction Design

Prototyping

Responsive Web Design

Sketching

Storyboarding

Styleguides

UI Design

Wireframing