Daniel S Chung

danielschung.github.io

A **product designer** and tech industry aficionado that is passionate about improving people's lives through technology. Thrives in seeking high-impact insights to steer product strategy, leveraging deep knowledge through data, and nurturing teams to discover great products. Forever curious about people, tech, design, and life.

Contact

danielschung@icloud.com
217-671-8445

Education

University of Illinois
BS Media and Cinema Studies
Cumulative GPA 3.71

Skills

UX / UI Design
User Research
Process flows
Sitemaping
Wireframing
Rapid Prototyping
Design Systems

Graphic
Sketch
XD
InVision
Figma
Photoshop
Illustrator
InDesign
Premiere Pro
AfterEffects

Code / Interaction
HTML5 / CSS3
Sass / SCSS
Javascript
jQuery
React JS
Git Version Control

Experience

Carle Health | UX Designer   *Feb 2018 - Present*

Deploy and refine best UX practice and advocate design thinking throughout the organization. Plan and execute digital solutions across multiple websites and mobile apps. Create design systems, wireframes, and high-fidelity code prototypes. Spearhead major design changes across enterprise and implement code directly to Azure DevOps.

Improved a large portion of the main site to increase CTR by 602%.

Launched an enterprise Document Management System that achieved a major process improvement in the organization.

Developed a custom SCSS and JS library to apply design consistency across internal products and speed up development.

Marvin Keller | Marketing Specialist   *May 2016 - May 2018*

Conduct marketing activity for mid-sized transportation carrier. Report directly to CEO and present strategic initiatives by extracting meaningful data, oversee implementation of marketing campaigns that drive brand, growth, customer retention and loyalty.

Launched new website with user centered design to compete with Fortune 500 carriers.

Developed structure for HTML email campaigns and CRM solution that improved engagement by 235%.

Improved overall social media engagement by 178%.

Laid groundwork for company rebranding and retention initiatives through audience engagement solutions, social media campaigns and constructing story through video ad campaigns.

State Farm | Videography Intern   *May 2015 - Aug 2015*

Created and managed social media and web content including video advertisement campaigns for recruiting and brand awareness purposes at the Research and Development Center.

Daily Illini | Designer   *Sep 2013 - Mar 2014*

Designed and formatted around 100 layouts for University Newspaper that are still used.

Referencess available upon request.