DANNY DANG

UX Design & User Research

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EDUCATION

UC San Diego

B.S. Cognitive Science
Human-Computer Interaction
Expected Graduation: Dec 2017

SKILLS

Design

Experience Design
Interaction Design
Product Design
UI Design
User-Centered Design
Web Design

Heuristic Evaluations
Lo-Hi Fidelity Prototyping
Piggyback, Rapid Prototyping
Storyboarding
Wireframing

Research

A/B Testing	Need-finding
Affinity Diagrams	Personas
Competitive Analysis	User Interviews
Ethnography	Usability Testing
Google Analytics	

Tools

Balsamiq	HTML/CSS
Figma	Invision/Marvel
Gimp	Java
Photoshop Lightroom	

COURSEWORK

Cognitive Design Studio
Cognitive Ethnography
Data Analysis & Modeling
Human-Computer Interaction
Interaction Design Startup
Modeling & Data Analysis
Object Oriented Programming in Java
Social Computing

PROJECTS

OilGo
Apr - Jun 2017

Designer, Researcher | Product Design

- Conducted user interviews, competitive analysis, and service enactments to build and pivot to a business viable service of mobile oil changes.
- Curated branding materials including moodboards, color schemes, typography, and branding alternatives.
- Ran Google Analytics and Adwords alongside multiple landing pages to A/B test and gauge user interest. Received over 8500 views, 87 unique visitors, and achieved a 6.9% conversion rate.
- Used Figma to create a high fidelity prototype service app for user onboarding and user-side experience.

Parking @ UCSD
Apr - Jun 2017

Designer, Researcher | User-Centered Design

- Conducted user interviews, surveys, and field research to understand the pain points of the process of finding parking in an area where population heavily outweighs parking spots.
- Used rapid and iterative prototyping to quickly and simultaneously create, test, and collect data on various user-friendly solutions.
- Combined data from on location testing and competitive analysis to craft a final prototype that can be applied to any highly populated parking lot.

PhilanthroBot
Mar 2017

Designer, Researcher | Interaction Design

- Piggyback prototyped through Twitter to create a Twitter Bot that connects potential donors with organizations that were providing donation doubling incentives.
- Created a user auditing guideline to find ideal donors.
- Crafted public profile and tweet language of the Twitter Bot to attract the largest audience of donors.

ProgChamp
Sept - Dec 2016

Designer | Web App Design

- Generated app ideas through storyboarding and created low fidelity prototypes for testing.
- Acted as lead front-end developer for the mobile web app and focused on usability and interaction using heuristic evaluations.