

# DANNY DANG

UX Design & User Research

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## EDUCATION

### UC San Diego

B.S. Cognitive Science  
Human-Computer Interaction  
Graduated December 2017

## SKILLS

### Design

Mobile Design  
Product Design  
UI Design  
User-Centered Design  
UX Design  
Web Design

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

### Research

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

### Tools

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

## COURSEWORK

Cognitive Ethnography  
Data Analysis & Modeling  
Human-Computer Interaction  
Information Architecture & Usability  
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 | Experience 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 | Experience 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.