

# DAVID MACK

DESIGNER / ENGINEER / CREATOR

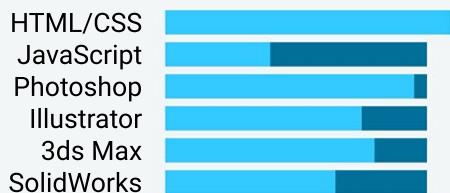
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www.davviq.com  
github.com/davviq

## ABOUT

Equal parts artist and scientist, it is my goal to make our world a more beautiful and functional place to live.

I chose to study mechanical engineering because I always want to know how and why everything works. While most other disciplines aim to understand reality, engineers and designers ultimately seek to build a new one. It is from this perspective that I approach every new challenge.

## PROFICIENCY



## OTHER SKILLS

RESEARCH  
COPYWRITING  
LOGOS & BRANDING  
PHOTOGRAPHY  
DRAWING

## ACTIVITIES

SNOWBOARDING, SCUBA DIVING,  
ULTIMATE FRISBEE, VIDEO GAMES,  
ORIGAMI, KARAOKE, PIANO

## EDUCATION



University of Rochester  
B.S. Mechanical Engineering  
Concentration in Japanese  
3.7 GPA Cum Laude

ROCHESTER, NY  
2007–2011



School of Visual Arts  
Continuing Education Classes  
Design and web development

NEW YORK, NY  
2010–2012

## HIGHLIGHTED EXPERIENCE



Lead UX Designer  
Pefin.com

NEW YORK, NY  
2012–PRESENT

Designed the Pefin AI Financial Advisor platform from the ground up from the UX perspective. Grew the product from initial concept through beta launch.

- Develop core business requirements with CEO and translate into specifications
- Lead design team in wireframing, prototyping, and implementation of features
- Code elegant and responsive HTML/CSS/LESS and manage overall codebases
- Conduct user research and analyze user data to improved usability of the app
- Lead interviewing and hiring process for design and web development roles
- Designed company logo and other branding assets



Freelance Design & Development  
daviq.com

NEW YORK, NY  
2009–PRESENT

- App and web design, web development, graphic design, consultation
- Worked on various game prototypes as part of a team
- YouTube channel with 1,200+ subscribers and 250,000+ views



Mayor's Office Internship  
City of Yonkers

YONKERS, NY  
JUN–AUG 2008

- Filmed meetings for live TV, teleprompter, created news broadcast graphics
- Administrative: managed office schedules and public phone inquiries
- Conducted research for public projects



Junior Industrial Designer  
Smart Design

NEW YORK, NY  
SEP–MAY 2007

- Focus groups, product testing, model making, machine shop, CAD
- Independent study to design the Personal Object Organizer



Photoshop Instructor  
Yonkers New Riverfront Library

YONKERS, NY  
JUN–AUG 2006

- Created a curriculum and instructed a six-week intro to Photoshop course