Derick David

Ex-Stanford startup, Apple-trained UI/UX & Product Designer, and Writer with 1 million views

Design work in Paris, Stanford University, Italy, Iowa, and the Philippines

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Summary

My name is Derick, a Product and UI/UX designer with nearly 6 years of experience providing delightful experiences and user-centered solutions. I'm a trained designer and developer by Apple and through my designs, I've worked with professionals at Stanford University, collaborated with award-winning talent from Washington Post where I held a leadership role, and done creative work for supermodel Alexis Ren.

1. **Awarded** a $10,000 scholarship by Apple and the Italian government to attend Apple's Developer Academy (school for UI/UX designers and iOS developers) in Italy where I was selected among more than 5000 applicants

2. **Led the growth** of App Development and UI/UX design bootcamp to 1000+ registered students and training, mentoring, and helping students in the Philippines get multiple UX and business opportunities and winning more than $40,000 in awards for their app designs

3. **Created** world-class design work for a journalism startup in Stanford University backed by StartX, Lenfest Institute, and multiple Angel investors. Worked closely with Adriano Farano, CEO of Watchup and multiple award-winning journalists at Washington Post and Stanford.

4. **Granted** nearly $1000 through an I-LEAD leadership scholarship and by winning a pitch competition for a university-inspired mobile app at Iowa State University

5. **Helped design** the brand of a Paris-based startup which is now being seen by 100,000+ people in Paris and helped increased brand value and revenue by more than 100%

6. **Running** a tech entrepreneurship blog with 1 million+ total accumulated views with work recognized at Forbes, Entrepreneur Handbook, and The Startup.

Experience

Co-Founder & Chief Product

Hikre School—*Scottsdale, Arizona/Philippines*
Mar 2021 - Present (8 months +)

Hikre School's mission is to build the future of education through close collaboration, hands-on learning, and a tight-knit community. Our vision is to create a cult-like community of future app developers, problem-solvers, and entrepreneurs.

Tasks include:
• Lead Instructor (Swift & IOS Development, UI/UX Design)
• Product Design (UI, UX, Visual)
• Product Development
• Brand Identity (Logo, Icon, Colors)
• Brand Strategy
• Business Development

-Led a cohort of students to win 2 awards of more than $40,000 for their app designs

Advisory (Brand & Design)

Pane Vivo—*Paris, France*
May 2020 - Present (1 year 6 months +)
Pane Vivo is a brand new startup building the future of bread.

The Advisor is a designer with experience on web and mobile consumer apps and interfaces, brand identity including logos and other design artwork.

Services:
• Design brand identity and logotypes of Company
• Design prints
• Web design and occasional web development where appropriate
• Allow regular email exchanges and phone calls with the Client or other individuals indicated by the Client as collaborators or partners

Creative Director

FPXII——*Los Angeles, California*
Nov 2020 - Dec 2020 (2 months)
Future Prosperity or FPXII is a Los Angeles-based sustainability-for-all startup that curates products to encourage a low-waste lifestyle founded by Alexis Ren & Vanessa Black.

Tasks include:
• Establish a creative direction for the company
• Introduce marketing ideas for products
• Design social media content
• Conceptualize data as an infographic

Chief Design Officer

Pactio—*Stanford, California*
Feb 2019 - May 2020 (1 year 4 months)
Pactio is a journalism tech startup based out of Stanford University. How Pactio works in practice is a mix of the crowdfunding strategies deployed by journalism funding experiments, such as the now- defunct Spot.Us and Beacon Reader, and the focus on committed, paying readers shouldering one- person shops like Toast founder Daniel Mallory Ortberg's Shatner Chatner or the many independents on Patreon.

As a Chief Designer my roles include:
 Define creative direction and brand vision
• Define product visual, UX, and branding.
• Research and test new technologies.
• Cooperating with internal and external stakeholders.
• Oversee final layouts.
• Oversee UI/UX design strategy.

User Experience Designer

Pactio
Oct 2018 - Feb 2019

Design intern

Pactio
July 2018 - September 2018

Lead Product Designer

Authoreo—*Menlo Park, California*
Apr 2019 - Jan 2020 (10 months)
Authoreo delivers informative, audience-centric content to organizations who are looking for effective ways to educate their customers.

I had the opportunity to work on the project since the beginning on a variety of tasks that were involving:

• Visual Style & Guidelines
• Company Brand & Logo
• UI & UX
• Landing page
• Mobile version

Web Designer (UX & UI)

Iowa State University—*Ames, Iowa*
May 2019 - Sep 2019 (5 months)
Full-time summer role for the IT Deparment of Iowa State University.
• Design User Experiences
• Conceptualize User Interfaces
• Manage Official Website
• Research Human interactions

iOS Developer

Model Farm Creative Services Agency—*Ames, Iowa*
Oct 2018 - Apr 2019 (7 months)
Model Farm is one of the Iowa's leading creative agencies servicing colleges all over the state.

• Aid the development of software projects for clients
• Work on Emoji apps
• Upload Emoji apps on AppStore
• Maintain existing Emoji apps

Layout Designer

Iowa State Daily—*Ames, Iowa*
Oct 2018 - Apr 2019 (7 months)
Iowa State Daily is Iowa State University's student-led independent news publication.

• Brainstorm creative ideas
• Layout newspapers stories
• Design centerpieces

iOS Developer & UI/UX Design

Apple Developer Academy—*Naples, Italy*
Oct 2016 - Jul 2017 (10 months)

The Developer Academy is a partnership between the University of Napoli "Federico II" and Apple. Training at the Academy focuses on software development, startup creation and app design with an emphasis on creativity and collaboration to empower and equip students to develop the skills needed to succeed.

-Led 3 major app projects with applied UI/UX and marketing skills

Web Design

Freeware Technologies s.r.l——*Bologna, Italy*
April 2014 - Jun 2014 (3 months) .

• Update design of existing client web pages
• Update content from websites
• SEO
• Brainstorm and propose new layout design

Web Design

Executive Service s.r.l——*Bologna, Italy*
April 2013 - May 2013 (2 months)

• Manage client websites
• Work on logo, branding, and website user interface
• Work on visual design

Education

Iowa State University - College of Liberal Arts and Sciences

Bachelor of Science - BS, Computer Science
2018 - 2020
Dropped out after my fourth semester due to personal reasons and the COVID-19 pandemic.

Activities and societies:
• Vice President Exchange Student Network(ESN) –International Student Advisory Board(ISAB) –I-LEAD Leadership program
• CSE club
• IMPACT entrepreneur club

The Wharton School

Entrepreneurship/Entrepreneurial Studies
2018 - 2018
Granted a financial aid from Wharton Business School to take Entrepreneurship Specialization over the summer.

Apple Developer Academy

Oct 2016 - Jul 2017 (10 months)
The Developer Academy is a partnership between the University of Napoli "Federico II" and Apple.

Training at the Academy is aimed at developing apps for the world's most innovative and vibrant app ecosystem. The program focuses on software development, startup creation and app design with an emphasis on creativity and collaboration to empower and equip students to develop the skills needed to succeed. The Academy aims to attract students from a wide range of backgrounds with the training designed to support not only those with coding or computer science experience but young people interested in areas such as design and business.

Be a yardstick of quality.– Steve Jobs