

Daniel Rivera

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Profile

Creative Designer who is eager to express language, emotion, and solve problems visually and intuitively. My passion for a wide variety of art is applied in every detail throughout my creative process. Experienced in designing enjoyable interfaces that increase user efficiency based on thorough research. Skills include Web Design, UI/UX, Graphic Design, and a growing knowledge in coding.

Employment

Web Design Consultant, *Betances Health Center; New York, NY - 2014-Present*

- Incorporated google analytics to oversee user behavior and data to make appropriate design changes for a better user experience.
- Created a donation button/page for clients non-profit org. Has already generated over \$10k since launch, a 17% increase in donations during the same time period before the sites implementation.
- Homepage design overhaul, demonstrating the clients key services has dramatically decreased user clicks, in result increasing the user goal rate substantially.
- Made design changes after research in color, font type, and hierarchy to fit audience needs also increased the clients avg session duration and decreased the bounce rate.
- Contact Us page gave client an increase in social media traffic and new patients finding a provider for them.

Bookkeeper, Catholic Charities; Brooklyn, NY - 2016-Present

- Adjusted an excel spreadsheet with color coded columns/rows to allow team to quickly view client balances and differentiate credits and debits.
- Created an effective budget for supplies, vendors, and other expenses
- Poor to excellent budget management in first 8 months of employment resulting in largest budget cap for renovations in office and classrooms for more effective learning.
- Organized receipt book for an exceptional audit review/grade.
- Created a digital ledger vendor card for each fiscal year to increase end of year productivity.
- Migrated from shared network files over to Microsoft Sharepoint for smoother team collaboration. Increased communication, clarity, and team awareness. Worked great for abrupt changes in classroom rosters and attendance.

Office Services/Record Clerk, *Fish & Richardson PC; New York, NY - 2007-2012*

- Assisted in preparing dockets, and trial prep.
- Filing reports into Client Pro-Files.
- Prepared interoffice night pouches
- Picking up, sorting, logging-in, and distribution of incoming and outgoing mail between floors and offices (including Inter-Office, FedEx, UPS, and other couriers)
- Purchasing supplies for office and maintaining inventory

Education

Long Island University 2011 - Digital Art & Design

General Assembly 2017 - User Experience Certificate

Khoj Training Institute, HANA and Basis Administration Certificate

2019 Region II Fiscal Institute Conference

Udemy 2019 - Google Analytics Certificate

Software

Proficient in:

Microsoft Office

Adobe Creative Suite

XD, Sketch, InDesign Studio, Figma