DANIEL TREJO

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PROFESSIONAL SUMMARY

Skilled UX and product development professional with 2 years of diverse experience and a solid foundation in HTML, CSS, and JavaScript. Committed to understanding user needs and proficient in addressing challenges from both design and technical perspectives. Demonstrates a unique combination of skills, enabling the creation of seamless, user-centric solutions in the fast-paced tech industry.

SKILLS

- Adobe XD
- Blazor
- C#
- C++,
- Confluence/Jira
- CSS
- Figma

- Git
- HTML5
- Material UI
- .NET
- Next.js
- React
- SyncFusion

WORK HISTORY

Associate UX/UI Designer, 05/2022 - 03/2023
Exactuals, LLC | City National Bank – Los Angeles, CA
- Led and conducted user testing for multiple features, employing wireframes and interactive high-fidelity prototypes in Figma.
- Synthesized and presented actionable insights from bi-weekly moderated user tests, driving continuous improvement in product design.
- Mastered atomic design principles and component variant creation, developing a robust design system that streamlined the creation of hundreds of wireframes using 9 essential components.
- Pioneered an accessibility action plan inspired by IBM's accessibility toolkit and WCAG guidelines, ensuring inclusive and user-friendly design across all products.

UI Designer, 01/2022 - 05/2022
City National Bank – Los Angeles, CA
- Integrated UI features complying with prescribed code standards and technical design guidelines.
- Acquired expertise in Blazor, a cutting-edge single-page app (SPA) framework for crafting interactive client-side web apps using .NET.
- Gained proficiency in SyncFusion, a component library designed for building responsive and lightweight Blazor components.
- Engineered a suite of reusable components for functional prototype development, seamlessly transitioning to the engineering team for implementation.

Product Analyst, 08/2021 - 12/2021
City National Bank – Los Angeles, CA
- Collected and analyzed data to create detailed market research reports for Sr. Management.
- Tracked key metrics, developed spreadsheets and data models.
- Identified emerging trends, monitored key performance indicators (KPIs), and provided actionable recommendations to stakeholders based on data-driven insights.
- Developed and presented monthly business metrics presentations for company-wide reviews.
- Cultivated analytical and communication skills while gaining in-depth knowledge of various data analysis tools and techniques.

Product Management Intern, 05/2021 - 08/2021
City National Bank – Los Angeles, CA
- Gathered and analyzed metrics from clients for monthly business review.
- Gained valuable insights into agile practices and their real-world application in product life cycles.
- Designed wireframes for various company products under development using Figma.
- Developed and presented a product vision, strategy, and narrative for an app assisting first-gen students in post-college planning to the executive team.
- Performed thorough bug testing on company's flagship payment product, reporting critical findings to the product owner for resolution.

Social Media Marketing Intern, 10/2019 - 03/2021
Tufts University – Medford, MA
- Owned social media management for a diversity center dedicated to serving first-generation college students.
- Designed graphics and social media content to effectively promote the center and its services.
- Devised and implemented strategic social media campaigns to boost the center's visibility within the student population.
- Coordinated with center staff to plan and execute events for first-generation students, promoting community and academic success.
- Offered support and guidance to students seeking information or assistance from the diversity center.

ADDITIONAL INFORMATION

Lead Developer
First Resource Center April 2020 - May 2021
- Developed a web app for the First center so it can better engage with students and centralize all of its information
- Implemented with React Native using expo client and firebase real-time database

Peer Mentor
BLAST Program September 2019 – February 2020
- Mentored 26 incoming Tufts freshman from diverse backgrounds.
- Structured and created curriculum with a basis on social justice pertinent to social issues in today's media.
- Planned six-week summer program to help 26 incoming freshmen transition to college life.

EDUCATION

Bachelor of Science: Computer Science, 05/2022
Tufts University - Medford

AWARDS/HONORS

- Hispanic Scholarship Fund Scholar (HSF) May 2019 – May 2022 (3 Years) 1 of 10,000 of the best and brightest Hispanic students in the country who are eligible to receive HSF's Scholar Support Services.

- BLAST Scholar July 2018 – May 2022 (4 Years) 1 of 26 students that are low-income and are given resources to succeed through their Tufts experience

- Green Dot Public Schools Alumni Champion July 2018 – May 2022 (4 years) 1 of 5 students selected to represent the success of the Green Dot public school system by receiving further support from Greendot counselors in college

- College Match Los Angeles August 2016-May 2022 (6 years) 1 of 9 students from low-income families who receive resources to get into and graduate from the nation's top colleges and universities