

Portfolio • callydai.com

Email • hello@callydai.com

Cell • 626.217.5691

Location • San Francisco, CA

EXPERIENCE

Progressly

Redwood City, CA

Product Designer

Sep 2016 – Jan 2017

- Initiated and headed first-ever company design sprint, facilitating discussion between product, sales, and engineering resulting in a group brainstorm to reconstruct underlying framework structure from the ground up
- Collaborated with product manager, designers, and team of 8 engineers to conduct market research, ideate, iterate, and launch designs from drawing board to polish while staying in line with product roadmap
- Invented user-friendly drag and drop style guide template for customer-facing sales presentations and constructed production-ready prototypes for testing and validating customer needs
- Updated and maintained website, including creating engineering page to drive candidate application, and redesigning home and product pages to align with new branding vision and mission statement

Gliffy (iOS Mobile Application)

San Francisco, CA

Product and Visual Designer (contract)

Apr 2016 – Jun 2016

- Built the minimum viable product (MVP) prototype using the Jobs-to-be-Done methodology with a team of 11
- Created persona to define user type and generated user stories and task flows to establish desired system flow
- Conducted market research and comparative analysis to attain industry knowledge and establish potential product-market fit and piloted branding workshop for style guide creation and design compliance
- Designed system flow and explored potential feature sets for whole application using low- and high-fidelity mockups and built prototypes for user testing and validation

Canopy Trading (Responsive Web Application)

San Francisco, CA

Product Designer (contract)

Mar 2016 – May 2016

- Constructed an interactive learning platform for stock trading in a team of 7 using Mobile First methodology
- Executed comprehensive research of competition and similar apps to understand product need and administered user interviews to validate pain points of educational platforms
- Performed condensed version of the Google Ventures (GV) Design Sprint, diverging and converging mockups in order to develop a testable Pixate prototype
- Adopted Lean UX methodology to rapidly generate iterations after rounds of user testing based on synthesis

Soma Water (Web Landing Page)

San Francisco, CA

Product Designer (contract)

Apr 2016 – May 2016

- Performed comprehension testing to analyze initial pain points and to determine the benchmarks for success
- Operated in a team of 5 to perform abridged GVDS through crazy 8's and diverging and converging designs
- Collaborated with the growth marketing team to amend copy and used a user-first mentality to improve information hierarchy in order to optimize conversion rates of offer and subscriptions
- Conducted A/B user comprehension testing to gather evidence and to determine overall success of proposed changes in order to make a compelling presentation to our client

EDUCATION

University of California, Irvine

Quantitative Economics,
Minor in Statistics

Sep 2010 – Jun 2014

Tradecraft

Product Design

Mar 2016 – August 2016

SOFTWARE

Sketch

Photoshop

Illustrator

Zeplin

Abstract

Marvel

InVision

Pixate

HTML5

CSS3

Bootstrap