CALLY DAI

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EXPERIENCE

Freelance   **San Francisco, CA**
Product Designer   *Jan 2017 — Present*
- Develop flow charts and user jouneys to map out intuitive, human-centered experiences for early-staged startups
- Execute favorable information architecture and interaction design to prioritize user experience and business goals
- Design and code visually pleasing user interfaces using front-end development with HTML & CSS

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 engineers to conduct research, ideate, and launch designs and constructed production-ready prototypes for user testing to validate customer needs
- Designed marketing ads and invented user-friendly drag and drop style guide for customer-facing sales presentations
- Redesigned company website, including creating an engineering page to drive candidate application

Glifft (iOS Mobile Application)   **San Francisco, CA**
Product and Visual Designer   *Apr 2016 – Jun 2016*
- Built the minimum viable product (MVP) prototype using the Jobs-to-be-Done methodology with a small team
- 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 flow and potential feature sets for whole application using mockups and built prototypes for user testing

Canopy Trading (Responsive Web Application)   **San Francisco, CA**
Product Designer   *Mar 2016 – May 2016*
- Constructed an interactive learning platform for stock trading in a small team using Mobile First methodology
- Executed comprehensive research to identify product needs and administered user interviews to validate pain points
- Performed condensed version of the Google Ventures Design Sprint (GVDS) 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   *Apr 2016 – May 2016*
- Performed comprehension testing to analyze initial pain points and to determine the benchmarks for success
- Operated in a small team to perform abridged GVDS through crazy 8's and diverging and converging designs
- Collaborated with marketing team to improve information hierarchy to optimize conversion rates of offer
- Conducted A/B user testing to determine success of proposed changes to make a compelling presentation

EDUCATION

University of California, Irvine   **Tradecraft**
Quantitative Economics,   Product Design
Minor in Statistics   *Mar 2016 – August 2016*
Sep 2010 – Jun 2014

SOFTWARE

Sketch	Abstract	HTML5
Photoshop	Marvel	CSS3
Illustrator	InVision	Bootstrap
Zeplin	Pixate	