



johndasta.com

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John Dasta

Education

August 2010 - May 2015

Rochester Institute of Technology
New Media Design BFA

w/ Concentration in Communications
Graduated cum laude with a 3.4 GPA

Experience

June 2016 - Present

Senior Product Designer
Under Armour

Worked as a UI designer on the MapMyRun product team, creating experiences that impacted over 200 million people throughout the UA Connected Fitness Community. Worked with teams across business units to launch smart footwear product, bridging the gap between apparel and digital product. Created graphics for multiple in-house clubs and events.

September 2015 - June 2016

Visual Software Designer
IBM

Designed web interface elements for IBM Cloud software that is used by mobile app developers to monitor their apps. Created a motion graphic animation to be used as collateral that is sent to the over 380,000 IBM employees around the world.

September 2015 - June 2016

UX/UI Design Co-op
Microsoft

Worked within a mobile incubation team inside of the distinguished Microsoft Research Division. Crafted both experience and visual designs, as well as worked on development for new mobile initiatives for both the iOS and Android platforms.

January 2014 - July 2014

Web & Mobile App Design Co-op
CrowdSporting

Designed and developed a new marketing website for the Bay Area startup which drove over 500 people to sign up to a mailing list. Designed UI for the beta of the iPhone application. Worked on a multi-disciplinary team scattered around the world.

January 2014 - July 2014

UX/ UI Design Co-op
Intuit

Created experiences and visual assets for TurboTax, a customer-facing product with over 29 million users. Developed a new health care education experience using key customer insights that helped increased conversion over 5 percent. Worked within a team to develop a new University Recruiting website to drive more young talent to the company.

Skills

Mobile & Web UI Design
Asset Creation for Product
Interaction & Motion Design
Rapid High-Fidelity Prototyping
Responsive Web Development
Logo Design & Branding

Software

Sketch
Zeplin
GitHub
Framer
Illustrator
After Effects