

# Danielle Dayto

## UX Designer - Bachelor's in Business Administration



### CONTACT INFORMATION

- Los Angeles, CA
- 909 938 1733
- danielle.dayto@gmail.com
- niellemarie.github.io/portfolio/



### ABOUT ME

I'm a UX designer with an eye for detail. I'm always excited to dive into a situation to determine pain points, brainstorm ideas, and test out what actually works. I'm resourceful, a quick learner, and eager for opportunities to grow.



### DESIGN SKILLS

User Experience	Sketching
User Research	Wireframing
Personas	Flows/Maps
Prototyping	Usability Testing



### APPLICATIONS

Sketch

Adobe Photoshop

InVision

Microsoft Visio



### RECREATION

- Reading (magical realism, fantasy)
- Planning travel itineraries
- Playing board games
- Trying new restaurants



### WORK EXPERIENCE

#### Restaurant365, UX Designer

April 2018 - Present

Tools: Sketch, Adobe Photoshop, InVision

- Interview users to better understand their interactions with the software and how existing features can be improved to increase efficiency and user engagement.
- Collaborate on user stories and scenarios to clarify logic for developers.
- Participate in SCRUM activities, including backlog grooming, sprint planning, and demos.
- Sketch to explore possibilities for visually presenting complex information.
- Develop wireframes and clickable prototypes for learning management system, scheduling software, and custom financial report builder.
- Run usability tests with end users and iterate on wireframes/UI based on feedback.

#### PricewaterhouseCoopers LLP, Senior Associate

October 2014 - February 2018

- Interviewed clients to determine company structures and internal processes.
- Created and communicated workplan and project objectives for each project team.
- Directly trained, supervised, and mentored teams in Los Angeles, Tampa, and Kolkata.
- Designed streamlined workflows for large data sets in complex spreadsheets, improving efficiencies for projects and allowing staff to quickly understand client issues.



### PROJECTS

#### Maigo, Designer

July 2014 - Present

Tools: Adobe Photoshop

- Typeset unformatted scripts for various monthly series, considering text shape, placement, sizing, and aesthetically appropriate typefaces.
- Created style guides, taking into account the overall tone for each series.
- Provided input on the website to create a consistent UX and design language.

#### B~STEM, UX Designer

March 2018 - September 2018

Tools: Microsoft Project, Adobe Photoshop, Sketch, InVision

- Worked with stakeholders to gather and evaluate user requirements.
- Planned and conducted user interviews, focus groups, and other research methods.
- Ran cardsorting analysis to create site's information architecture.
- Illustrate design ideas using storyboards, process flows, and sitemaps.

#### Patook Redesign, UX Designer

January 2018 - March 2018

Tools: Adobe Photoshop, InVision

- Redesigned a local friend-finding iOS application for my capstone project.
- Created project proposal, research plan, heuristics analysis report, user personas, user stories, user flows, high-fidelity wireframes, and a clickable prototype.
- Presented and defended design decisions on a weekly basis to Springboard mentor.
- Conducted remote and in-person usability tests to validate the prototype.



### EDUCATION

#### Springboard, UX Design Course

January 2018 - March 2018

Self-paced online course on UX/UI fundamentals, including user-centered design and research techniques to gain customer insight.

#### University of Southern California, Marshall School of Business

August 2010 - May 2014

B.S. in Business Administration and B.S. in Accounting. Received USC Presidential Scholarship (covering 50% of tuition) and National Merit Scholarship.