

Danielle Dayto

UX Designer



CONTACT INFORMATION

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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
- Figma
- 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 - March 2020

Responsible for end-to-end product design of web and mobile applications that support restaurants' accounting and operations.

Tools: Sketch, Abstract, Miro, Adobe Photoshop, InVision

- Interviewed users to better understand their interactions with the software and how existing features could be improved to increase efficiency and user engagement.
- Collaborated on user stories and scenarios to clarify logic for developers.
- Sketched to explore possibilities for visually presenting complex information.
- Designed wireframes and clickable prototypes for document processing system, enterprise-level scheduling software, bank activity reconciliation, and a custom financial report builder.
- Designed employee scheduling application for iOS/Android mobile devices, which surpassed adoption metrics and other key objectives.
- Ran usability tests with end users and iterated 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 teams in Los Angeles, Tampa, and Kolkata. Directly trained, supervised, and mentored each project team.
- Designed streamlined workflows for large data sets in complex spreadsheets, improving efficiencies for projects and allowing staff to quickly understand client issues.



PROJECTS

Tech for Campaigns, UX Designer

April 2020 - Present

Working with a remote team to build down-ballot candidates' websites. Responsible for designing websites that reflect candidates' values and aesthetic and serve the needs of potential volunteers, donors, and voters.

Tools: Sketch, Zeplin

Get A Hand LA, Web Designer

April 2020 - Present

Designing websites and e-commerce integration for small businesses.

Tools: Figma, Wordpress, Shopify

B~STEM, UX Designer

March 2018 - September 2018

Designed a community for young girls interested in STEM careers to collaborate and learn.

Tools: Microsoft Project, Adobe Photoshop, Sketch, InVision

- Worked with stakeholders to evaluate how the community could achieve business goals.
- Planned and conducted user interviews and focus groups to understand user needs.
- Ran cardsorting analysis to build site's information architecture.
- Illustrated design ideas using process flows, sitemaps, and wireframes.



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 and National Merit Scholarship.