

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	InVision
Abstract	Adobe Photoshop
Miro	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

Designer responsible for end-to-end product design of web and mobile applications to 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.
- Participated in SCRUM activities, including backlog grooming, sprint planning, and demos.
- 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 mobile, which surpassed adoption metrics and other key objectives.
- Scripted and ran usability tests with end users, iterating 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

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 build site's information architecture.
- Illustrated design ideas using process flows, sitemaps, and wireframes.

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.