

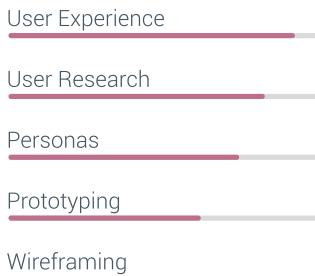
Danielle Dayto

UX Designer - Bachelor's in Business Administration

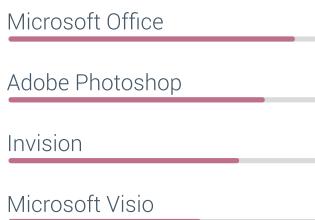
CONTACT INFORMATION

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DESIGN SKILLS



APPLICATIONS



RECREATION

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

PROJECTS

- **Patook Redesign**
January 2018 - Present
Tools: Adobe Photoshop, Invision
 - Redesigned a mobile application for local friend-finding.
 - Created project proposal, research plan, heuristics analysis report, user personas, empathy maps, user stories, user flows, sketches, 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.
- **Maigo, Typesetting Editor**
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.
- **Hey! Vina, Beta Tester**
July 2017 - October 2017
 - Identified and documented bugs in pre-release versions of an Android mobile application, emphasizing the importance of accessibility.
 - Reported design and usability issues to the UX design lead.

WORK EXPERIENCE

- **PricewaterhouseCoopers LLP, Senior Associate**
October 2014 - February 2018
 - Resolved proprietary software issues for banking, technology, and entertainment clients.
 - Interviewed clients and analyzed documents 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.
- **ADP, Intern**
May 2012 - August 2012
 - Conducted interviews to document employee processes during a major reorganization.
 - Generated organizational process flowcharts using Microsoft Visio and information gathered during interviews to assist with change management.

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.