

# Daniel Lief

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## Education

**University of California, Berkeley** (Aug 2024 - Expected May 2028)

- B.S. Electrical Engineering & Computer Science
- GPA: 4.000
- Relevant Coursework: Interpretation of Computer Programs

## Work Experience

**DoorList** - *Lead UX Prototyper* (Sep 2024 - Jan 2025)

- Improved UX of a social app with 10,000 users across big universities like Berkeley, UVA
- Planned a full new onboarding process to increase retention, 50% faster than the original
- Prototyped several iterations of lo-fi, mid-fi, and hi-fi designs in Figma
- Researched ideas to boost feature interaction, leading to 400% more pictures posted in-app

**Daly City Youth Health Center** - *UX Designer* (Sep 2024 - Jan 2025)

- Redesigned the external website of a health organization serving 3000 people
- Made full Figma wireframes and prototypes of new designs for 3 different pages
- Implemented frontend of website in Squarespace, HTML, and CSS
- Converted to mobile-friendly design to support 1000 lower-income clients

**Youphoria** - *UX Research Intern* (Jul 2024 - Aug 2024)

- Collected quantitative and qualitative data on a health app with 2000 users
- Tested app daily and converted insights into implementable ideas to improve the app
- Designed and launched organic marketing campaign, attracting 100 new users
- Illustrated design changes for the home page to declutter it and boost user retention by 60%

**Codepad** - *Web Developer* (Dec 2021 - Sep 2023)

- Developed new features for an online code editing website serving 1000 active users
- Created an online user profile page in Python, HTML, CSS, and JS
- Streamlined home page to increase page clicks and in-site interaction by 200%
- Drafted ideas for improving user flow, including color themes and layouts

## Projects

**ocean.ai** - *Full Stack Developer* (May 2023)

- Made a web app that analyzes data to predict ocean trash migration over time
- Built simple and visually appealing frontend in VueJS, HTML, CSS, and JS
- Performed backend data analysis of wind and current data in Python
- Won Best Data Visualization at PantherHack and Best Environmental at TurtleHacks

**Electrico** - *Web Developer* (Feb 2023)

- Created a website that allows users to find electric cars with their preferred characteristics
- Implemented frontend design in HTML, CSS, and JS
- Won Best Environmental at GreenGlobal Hacks

## Skills

Adobe, C++, C#, CSS, Excel, Figma, Firebase, Git, Github, Google Cloud, Google Sheets, HTML, Java, Javascript, Lisp, MatLab, Numpy, Oracle SQL, Python, PyTorch, React, SQL, Squarespace, Tensorflow, Typescript, Unity, VueJS