

DAN AMARO

A collaborative **UX/UI** designer creating engaging and inclusive digital experiences deeply rooted in research

EDUCATION

A. A. S. DEGREE

Audio Production Technologies

Mesa Community College
Graduated in 2011

CERTIFICATE

User Experience Design Immersive

General Assembly
Graduated in 2022

SKILLS

Design

Interaction Design,
Wireframing, Prototyping,
Illustration, Branding,
Logo Design, Storyboarding

Research

User and Stakeholder
Interviews, Survey Design,
Information Architecture

EXPERIENCE

SEP 2022 - PRESENT

TRT PRODUCTIONS | NEW YORK, NY

User Experience Designer

- Facilitated design studios that led to quicker ideation and design for the organization's webpages and advanced the project timeline by 3 days.
- Researched accessibility for developing countries and implemented mobile-first design principles to create web page layouts that exceeded client expectations.
- Developed a usability test script for user interviews and create a post-usability test survey for additional user data that expedited the research phase by one week.

JUL 2022 - SEP 2022

CHRIST COMMUNITY CHURCH | MONTREAT, NC

User Interface Design Lead

- Redesigned website interface and incorporated accessibility guidelines which increased live-stream navigation speed by 400%.
- Conducted 12 usability tests and interviews to accurately assess design pain points and develop solutions based on findings, resulting in 20% faster site navigation.
- Created an aesthetically pleasing redesign adhering to brand guidelines and design principles that 80% of users tested described as "welcoming" and "intuitive".

NOV 2020 - JAN 2021

FB3E CONSULTING SERVICES | PHOENIX, AZ

Graphic Designer

- Designed brand identity and logo based on stakeholder interviews using Procreate and Adobe Suite, resulting in client satisfaction.
- Designed layouts for website, print materials, and social media, creating an increase in customer engagement.
- Illustrated promotional comic book material for young Latinx individuals interested in STEM.

JUNE 2020 - PRESENT

DAN AMARO ART | NEW YORK, NY

Multimedia Designer

- Completed 30+ commissions for 25+ different clients within contracted deadlines to maintain a 100% client satisfaction rate.
- Collaborated with an artist and their management team to design "Just a Phase" album cover art, available on multiple platforms with an average of 29 hits a week since December 2020.
- Designed the logo and branding for CoolKid Chronicles podcast, available on Spotify and Apple Music.

TOOLS

Figma, FigJam, Miro, Trello, Adobe Creative Cloud, Procreate, Google Workspace, Microsoft Office

AWARDS

UXPA New Jersey Fall Design Slam Winner

Oct. 2022