

# DANNY VASQUEZ

## UI/UX DESIGNER

### CONTACT

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### SKILLS

User Research  
Wireframing  
Prototyping  
Usability Testing  
Hi-Fidelity Design  
Presentation  
Problem-Solving  
Collaboration

### EDUCATION

**B.S. in Art**  
**Biola University**  
1995-1998

**NN/G Courses:**  
Discovery: Building The Right Thing  
Mobile User Experience

### TOOLS

Figma  
Sketch  
XD  
Jira  
Confluence  
Trello  
Lucid Chart  
UserZoom  
Pendo  
Adobe Illustrator  
Adobe Photoshop  
Google Products  
Microsoft Office

### WORK EXPERIENCE

#### Senior UI/UX Designer

WorkHound 2022-2024

- Operated as the sole designer for a small startup
- Led a comprehensive redesign of the existing SaaS product
- Collaborated with Product and Engineering teams to build a real-time Analytics platform informed by user research and testing
- Conducted user interviews in order to create user personas
- Designed and maintained a product style guide
- Educated colleagues on user research techniques and best practices

#### User Experience Designer

Hy-Vee, Inc. 2020-2022

- Operated as a UX generalist within a larger UX team
- Conducted various user research techniques including: user and stakeholder interviews, ideation workshops, user surveys, and remote user testing to understand employee needs and complex problems associated with an internal tax maintenance application
- Used a variety of user research methods to inform an intuitive design solution that allowed Store Directors the ability to complete their paysheets independent of corporate accountants that saved the employees hours of work which in turn saved the company money
- Collaborated with team members to research and design for multiple internal web applications that improved the employee experience for Support Services and reduced fines and penalties associated with Sales Restrictions compliance
- Led design efforts to redesign the careers experience on the company website helping potential new employees find and apply for jobs

#### Designer, Commerce

Meredith Corporation 2019-2020

- Operated as the lead designer for People Coupons
- Provided responsive web-based designs to enhance user engagement for PEOPLE brand's online experience, with a primary focus on designing and launching a simpler way for readers to reduce costs on online purchases through a branded promo codes website
- Collaborated with the full Commerce team, offering design services for other Commerce initiatives as needed

### REFERENCES

Kim Shelton  
Head of Product, WorkHound  
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