

DANIEL JY CHO

WORK EXPERIENCE

Rain Bird Corporation

UI/UX DESIGNER | APR 2023 - PRESENT

- Spearheaded design initiatives for the Rain Bird 2.0 app by conducting user research and improving the UI, resulting in improved customer satisfaction and sales.
- Optimized Rain Bird design libraries to ensure consistency and scalability across projects by maintaining variables and components.

Unstruk Data

SENIOR UI DESIGNER | JUN 2021 - NOV 2022

- Initiated and contributed to the creation of the navigation, geo-location, data management experience, and the Unstruk Data design system.
- Work consisted of project strategy, white-boarding, user flows, wire-framing, and user interface/interaction design for mobile and desktop.

SparkOffer

PRODUCT DESIGNER | MAR 2020 - MAY 2021

- Lead the UI/UX design on transforming the platform into an intuitive product to raise transactions between sellers, buyers, and agents.
- Changed the design process by implementing user interviews, prototype testing, and user stories to understand the needs of user and market to create mobile and desktop applications.

Explorance (previously Gartner, acquired)

UX DESIGNER | APR 2018 - NOV 2018 - JAN 2020


- Drove change to the design to development process by implementing architecture, user flows, and Sketch to Invision prototyping and maintaining accessibility for following projects: Dashboard systems, LMS reports, Templates for class, course, and theme analytics reports.
- Covered marketing material and designs for the publication of "Learning Analytics Using talent data to improve business outcomes 2nd Edition".

Ludere

COFOUNDER/DESIGNER | APR 2017 - MAR 2019

- Cofounded Ludere with two business partners to improve the online collaboration among students and professors/teachers.

CONTACT

 danjycho.com

EDUCATION

University of Illinois Urbana Champaign

B.S. Architectural Studies DEC 2016

Springboard UX Designer Mentorship

100 Hours of UX Design with
Sara Nagy, Certification NOV 2016

SKILLS

TOOLS

Figma
Sketch
Adobe creative suite
Webflow
Invision & Zeplin

LANGUAGES

English
Korean
HTML/CSS
JavaScript

PUBLICATION APPEARANCES

"Learning Analytics Using talent data to improve business outcomes 2nd Edition" Kogan Page, Apr 2020

"Libraries of the Light British Public Library Design in the Long 1960s" Taylor & Francis, Oct 2016