

Danny Nam

User Experience Designer (UX Design) Product Designer

Dannynam.com
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Proactive and detailed UX Designer with 1+ years of proven end-to-end experience delivering enjoyable web and mobile products. Clear understanding of technologies allows seamless collaboration with developers, while strong communication skills ensure transparency with stakeholders. Up-to-date knowledge of Adobe Photoshop, Sketch, and Invision.

UX/UI Skills

Research

Contextual Inquiry,
Competitive analysis,
Comparative analysis

Synthesis

Information Architecture,
Workflows, Site map,
Wireframes, storytelling,
user needs

Design

Wireframes, Prototyping,
Responsive design,
Desktop applications,
Mobile technologies, User
Interface, Product Design,
Sketch, Invision,
Photoshop

Additional skills

Adobe Creative Suite,
Product management.
Agile, Visual design,
Analytics, Interaction
design, Mobile apps,
Digital experience, Digital
design, Mockups, Design
software, Communication
skills, Graphic design

Education

General Assembly

User Experience Design
Nov 2019 - Jan 2020
User Experience Design

Georgia State University

Aug 2014-May 2017
Accountancy

UX EXPERIENCE

Sunnyland Farms, Atlanta, GA

January 2020 - February 2020

Project designer

Co-led 6 members to redesign current website layout for easier navigation and a more efficient checkout process.

- Re-designed existing UI's to better adapt Android and IOS devices. Abandonment rate of purchases decreased **25%**.
- Composed industry research, competitive analysis, and comparative analysis.
- Spearheaded user flows, wireframes, rapid prototype, prototype, and performed usability testing.

General Assembly, Atlanta, GA

November 2019 - January 2020

UX Designer Fellow/Internship

Completed a **400+** hour Full-Time Immersive Bootcamp dedicated to preparing graduates to practice consumers/user-centered design methods, design thinking skills, and to work collaboratively. Completed projects and online portfolio utilizing the UX process:

- Atlanta History Center - Led a team of 4 to redesign of the mobile web experience to enhance user navigation and purchasing process. In collaboration with employees we implemented these UX practices:
 - Business research, user research, interviews, personas, competitive analysis, journey mapping, user flows, wireframes, prototyping, and user testing.
- Lululemon - Conceptualized and designed a micro Ecommerce site focusing on a quicker and efficient checkout process. UX practices:
 - Business research, competitive & comparative analysis, user flows, wireframes, rapid prototyping, and user testing.

Professional Experience

StickersBanners.com

May 2020 - Present

Designer

- Complete 50-120 new orders that entail to designing banners and stickers.
- Maintain communication with production team's across the U.S. to ensure on-time schedule of delivery, status updates, and problem orders.
- Daily use of Photoshop and AI to meet client satisfaction on orders.
- Effectively leverage resources to create exceptional outcomes, embraces change, and constructively resolve barriers and constraints.

Coolray, Atlanta, GA

April 2019 - November 2019

HVAC Install Technician

- Captured 20+ service clients and developed strong relationships leading directly to repeat business worth **\$300+** per year each or a total of **\$7,000** per year.
- Calculated metrics, regulations, and specifications of HVAC and refrigeration systems to new recruits and/or homeowners for maximum efficiency of the units.
- Troubleshoot breakdowns and malfunctioning HVAC systems and components; utilize technical skills i.e., measuring.

Iron Age, Duluth, GA

September 2014 - March 2018

Restaurant Manager

- Generated approximately **\$150,000** in new revenue from 2016-2017.
- Consolidated and focus on cost control on food and drinks that earned the restaurant a **5%** profit margin.
- Coordinated operations management, sales, budget development, and staffing growth on a yearly basis.
- Cultivated selection of 4 assistant managers to become leaders in food service.

Rick Case Kia, Duluth, GA

April 2017 - September 2017

Sales Consultant

- Coordinated **100+** customers assisting in vehicle selection to match budget and expectations.
- Implemented thorough explanations regarding 15+ vehicle performance, application, and benefits that increased average monthly sales by an additional 5 deals
- Implemented new 5-star selling and customer experience method.

References And Testimonials

References:

Jeffrey Preston, UX Lead Instructor, General Assembly

Contact: Jeffrey.preston@ga.co, 404-528-3629

Phuc Phan, Learning technologist, Emory

Contact: Phuc.hong.phan@emory.edu, 408-660-7229

Sabrina Chae, Associate UX Designer, Axis Group

Contact: Sabrina.Chae@gmail.com, 404-697-7702

Deuk Lee, Creative Director CEO, Forten Media

Contact: Deuk@fortenmedia.com, 912-308-1905

Meme Lee, Senior UX Designer, The Home Depot

Contact: meme_lee@homedepot.com

Testimonials:

“Danny is a great UX designer. His fresh ideas around our product page layout and checkout process helped us understand how we can simplify customer navigation on our site. His attention to detail and communication made us feel involved in every step of the project. We will definitely look for Danny’s guidance in future UX design projects.”

- **Alex Wilson, COO, Sunnyland Farms, February 2020**

“Danny is a thoughtful and inquisitive individual with a knack for getting to know the “why” behind any task or challenge. His thorough thought processes would make him a valuable member of a wide array of UX teams.”

- **Adam George, Web Designer, The Home Depot, February 2020**

“He’s a masterful prototyper in speed and consideration to team and project needs. He designed (and redesigned) team iterations from whiteboard sketches in Sketch quickly and thoughtfully to set up tests for usability testing. He was open to making changes from the team and from tests to improve the user design even at the last minute. Danny is a pleasure to work with and a very talented prototyper.”

- **Kate Mitchell, App Developer, Rainbow Love App, January 2020**