

DANIELMIN



UX/UI Designer based in Toronto, Canada
Design + Food + Video Games

EXPERIENCE

Clarity Recruitment | Product Designer

November 2021-January 2022

- Worked remotely in collaboration with Head of Product and reporting directly to Product Design Lead.
- Designed Culture Pulse landing page, user sign in page from wire frame stage to the high-fidelity version.
- Actively contributed to the team's asset, style guide.
- Re-designed Culture Pulse from report format to dashboard format.
- Worked to reposition, rebrand LumaFi platform, developed persona, assisted in developing structure of admin panel using tree navigation.
- With Company Culture Profile Assessment, identified gaps (pain points), improvements (solutions) and ways of validating the data for accuracy. Developed persona, taskflow, designed an engaging email template. (using solution of modular design)

FreshEye Thinking | UX/UI Designer Internship

June 2020-PRESENT

- Working close with Principal, conceptualized and developed visual identity of a music sheet company, Stepwise Singing.
- Built e-commerce website of Stepwise Singing using Shopify while considering important components (design, accessibility, SEO) of websites from businesses in the industry.

DoV Esports | Graphic Designer

December 2019-PRESENT

- Rebranded DoV, created logo and contributed in content creation: streaming platform assets, website, social media pages.

Bridgit.io | UX Designer

December 2020-May 2021

- Assisted in developing Bridgit alpha extension tool: I took part in creating refined personas, user flows, wireframes for certain elements, gathered key insights through usability testing.
- For Bridger.live, developed landing page, early stage of profile page, contributed to creating components, design system, interactive prototypes and took part in iterative design.
- Produced graphics and animation, a part of promotional content to endorse benefits of using Bridger.live.
- Assisted in redesigning of Logo of The Overweb, the B2B organization supporting Bridgit.

EDUCATION

Humber College | Advertising and Graphic Design

2018-2020

- AODA: Completion of Access Media Course (Core knowledge to Improve Accessibility in Industry Standards)
- Website Design, Branding, Stationery, Logo Design
- Account Planning (Target Market Profile, Creative Brief)

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SOFTWARE

Figma
Illustrator
InDesign
Photoshop
Xd
After Effects
Microsoft Office
HTML/CSS Basics
Shopify

HARD

Branding & Identity
Sketching + Illustration
Wireframing
Visual Design
User Research & Testing
Persona
User Flow
Prototyping

SOFT

Empathy
Problem-Solving
Teamwork
Independence
Communication
Creative

LANGUAGE

English
Korean