

Daniel Min

UX/UI Design | Visual Design based in Toronto, Canada

EXPERIENCE

Alira Health

Visual Designer

01/2023 - 01/2024

Toronto, Canada

- Continued from Self Care Catalysts.

Self Care Catalysts (Acquired by Alira Health)

Visual Designer

02/2022 - 01/2023

Toronto, Canada

- Maintained consistency in the visual identity across diverse marketing materials such as print, digital, email newsletters, and sales collateral.
- Worked jointly on the creation of an educational hub on Squarespace for a mobile application, from wireframe to high-fidelity version, incorporating usability tests and feedback loops for iterative enhancements.
- Worked collaboratively with Design, Product Marketing, Patient Engagement, and cross-functional teams throughout projects, from concept development to successful launch.

DoV Esports

Graphic Designer

12/2019 - 12/2023

Remote

- Led rebranding of organization's logo from ideation to final design.
- Spearheaded with owner and team members to implement brand vision across various visual assets including Twitter profile, stickers, and tournament materials such as roster posters and streaming assets on Twitch.tv.

Clarity Recruitment

Product Designer

11/2021 - 1/2022

Toronto, Canada (Remote)

- Revamped Culture Pulse landing page from wireframe to high-fidelity, contributing to brand style guide.
- Designed cross-team report layout for Culture Pulse and transitioned it to dashboard layout.
- Created high-fidelity versions of registration, login, and setup for Culture Pulse platform from wireframe stage.
- Worked closely with Product and Marketing teams to reposition and rebrand the LumaFi platform.
- Identified gaps in Company Culture Profile Assessment product and made refinements to enhance user experience. Developed persona and taskflow for an engaging email template with modular design.

Bridgit.io

UX Designer

12/2020 - 05/2021

San Francisco, United States (Remote)

- Developed Bridgit Registry section including refined personas, empathy map, user flows, architecture, wireframes, and high-fidelity prototype. Conducted usability testing remotely for key insights.
- Generated Bridger.live landing page from wireframe to high-fidelity stage, contributing to the design system.
- Created promotional graphics and animations to showcase the benefits of Bridger.live.
- Collaborated remotely with CEO and UX design team.

EDUCATION

Humber College

Advertising and Graphic Design

2018-2020

- AODA: Completion of Access Media Course (Core knowledge to Improve Accessibility in Industry Standards)
- Design Theory, Typography, Website Design, Branding, Stationery, Logo Design

CONTACT

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TOOLS

Figma

Illustrator

Sketch

Zeplin

Jira

Photoshop

Maze

Microsoft Office

Canva

After Effects

Premiere Pro

SKILLS

Interaction Design

Accessibility

Design Systems

Wireframing

Information Architecture

User Testing

Prototyping

Branding

Visual Design

Video Editing

LANGUAGE

English

Korean

INTERESTS

Music

TV Shows

Movies