

DANIEL BAYN

User Experience Design

SKILLS

10 yrs

Information Architecture

Sitemaps, Search, Taxonomy, Navigation

User Research

Personas, Usability Testing

Responsive Web Design

Wireframes, Prototyping

Behavior Design

Social, Reputation, & Incentive Systems

Product Management

Competitive Analysis, Project Planning, Agile

Information Design

Visualizations, Augmented Reality

Software: Sketch, InVision, Axure, Omnigraffle, Photoshop.

EXPERIENCE

Lead UI/UX Designer

Symphony Commerce

Feb 2015 - Jul 2016

- Built a unified pattern library for a B2B application suite.
- Conducted user research and prototype testing.
- Mentored a team of talented visual designers.
- Consulted with clients on UX and responsive web design.
- Acted as product manager for six months.

Freelance

Contract

Dec 2013 - Present

- Augmented Reality concepts for the Walker Art Center.
- UX strategy for a Best Buy tablet application.
- User research and responsive design for Horizontal Integration.
- Responsive Design for Three Deep Marketing.

Associate Director of UX Planning

Campbell-Mithun

Jan 2010 - Dec 2013

- Lead an embedded team of UX Planners for General Mills.
- Converted Betty Crocker, Pillsbury, and other flagship sites to responsive design.
- Optimized experiences for content marketing, search, registration, and user-generated content.
- Conducted user research, usability tests, and statistical analysis.
- Drafted wireframes, specifications, and prototypes in Axure.

Information Architect

Ratchet

Mar 2008 - Oct 2009

- Designed social and ecommerce websites for General Mills, Explore Minnesota, and others.
- Designed iPhone apps, mobile websites, and Facebook applications.
- Conducted user research, performed behavior design, and drafted wireframes for a community of stormchasers and weather geeks.
- Created wireframes, specifications, and prototypes in Axure.

Technical Writer

Harland Clarke

Aug 2005 - Oct 2007

User Interface Designer

EDS PLM Solutions

Feb 2001 - Feb 2002

Human Factors Engineer

Cyrus Intersoft

Dec 1998 - Aug 2000

EDUCATION

Master of Liberal Studies

University of Minnesota

Self-designed curriculum on the psychology of online social behavior.

Bachelor of Science

University of Minnesota

Psychology and industrial behavior design.

PORTFOLIO

Work Samples

DanielBayn.com/user-experience

Writing

<https://medium.com/user-experience-behavior-design>

CONTACT

612.245.0649

danbayn@gmail.com

linkedin.com/in/danbayn