



DANIEL NA

PRODUCT DESIGNER

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STATEMENT

“There is always a problem waiting to be solved.”

I lead users to the right path with my thoughtful visual storytelling for seamless digital experience. What excites me as a designer is there is always a problem waiting to be solved. As a creative problem solver, I take ownership of every step of the design process.

EXPERIENCE

- Getty Images**
Product Designer
Feb 2022–Present
Toronto, ON
 - Partner closely in a cross-functional team of designers, UX copy writers, product owners, engineers, data scientists and researchers
 - Conduct user research and collect, synthesize and share findings
 - Think ahead of KPIs and work with data for evidence-based design
 - Influence the team’s roadmap and contribute to high-level strategic decisions
 - Bring clarity to ambiguity as I facilitate team discussions and activities
 - Work within an established design system
 - Incorporate relevant narratives into proposals and presentations
- Traction on Demand (Acquired by Salesforce)**
UX/UI Designer
Nov 2020–Jan 2022
Vancouver, BC
 - Built standardized UX process and led user research to validate designs and direction
 - Created wireframes, flowcharts and interactive prototypes that met business and user requirements
 - Worked cross-functionally during end-to-end product development cycles in the Agile environment
 - Educated the team on UX design through various presentations
 - Studied Salesforce in-depth to be aware of the design/technical challenges of the platform
- meshMD Inc.**
Product Designer
Oct 2017–Sep 2020
Toronto, ON
 - Developed ideas and concepts around clients’ business needs
 - Build wireframes and interactive prototypes based of UX principals
 - Conducted user research for A/B testing & user interviews, and analyzed user data
 - Researched the user experience for healthcare web portals, mobile apps, and CMS/CRM platforms
 - Collaborated with designers on visual standards for design system
 - Audited each deliverable built out and provided feedback
 - Made sure designs meet WCAG compliance for accessibility
- iMedia Designs**
Design Intern
Mar 2017–Jun 2017
Toronto, ON
 - Initiated concept explorations for clients’ websites
 - Sketched and built low & high-fidelity wireframes and prototypes
 - Built stationery design for the company’s marketing collateral
 - Designed email templates

SKILLS

Tools

Figma | XD | Photoshop
Illustrator | AfterEffects
InVision | Jira | GitHub
Salesforce | HTML/CSS
JavaScript | jQuery | PHP

Design

UI Design | User Research
Whiteboard | Data Analytics
Sketching | Wireframing
Interactive Prototyping
Accessibility (WCAG)
Responsive Design
Mobile App Design
Motion Design

AWARDS

Best Mobile Design Award

Awarded for the best mobile app design at 2017 Humber Grad Show

EDUCATION

- Humber College, Multimedia Design and Development Diploma (Hons.)** | 2015–2017