

DAN PARK

SENIOR DESIGNER, USER EXPERIENCE

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💻 danparkonline.com

Innovative creator of diverse solutions for nationally known companies, including user interfaces, web graphics and advertisements. Well-organized project manager capable of advancing initiatives from conception to final completion, skillfully coordinating team members and fulfilling client expectations. Catalyst streamlining processes for the development of a brand style guide, reducing the amount of clarification needed and strengthening consistency. Advanced the design and management of the visual quality assurance process (VQA) for mobile web launches for such companies as Christopher & Banks and Stein Mart.

CORE COMPETENCIES

- TV & Entertainment
- E-commerce
- UX & UI Design
- Web Design
- Mobile Design
- Creative Design
- Problem Resolution

SOFTWARE SKILLS

- Sketch
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Dreamweaver
- Microsoft Office
- HTML/CSS
- Print

EDUCATION

Bachelor of Science in Digital Design
Philadelphia University
Philadelphia, PA

Study Abroad Spring
Nuova Accademia Di Bella Arti
Milan, IT

Server-Side Web Development
University of the Arts
Philadelphia, PA

AWARDS & HONORS

2018 Editorial Excellence | Cablefax
Xfinity LGBTQ Film & TV

EXPERIENCE

COMCAST, Philadelphia, PA 2015 - Present

Senior Experience Designer, Experience Design / LGBTQ Programmer

- Localization and product development for the X1 bicultural Hispanic experience. Including first-time user experience, language settings, and Spanish content discoverability enhancements.
- Improve and ideate ways to create a seamless customer experience across TV, web and mobile platforms.
- Produced integrations of the X1 Spanish Voice Control product at the first ever Latin American Music Awards show.
- Leader for LGBTQ consumer strategy development and programming.

EBAY ENTERPRISE, King of Prussia, PA 2012 - 2014

Senior Interactive Designer

- Innovated graphics and other creative collateral for e-commerce web stores and mobile launches, consistently maintaining design consistency.
- Executed up to three projects concurrently for a diverse portfolio of clients.
- Demonstrated strong attention to detail and adaptability through work across various disciplines, including reports detailing project progress, participation in daily project meetings, review of statements of work (SOWs), and meeting with creative directors to discuss requisite client deliverables.
- Advanced the design and management of the visual quality assurance process (VQA) for mobile web launches for such companies as Christopher & Banks and Stein Mart.

DIGITAS HEALTH, Philadelphia, PA 2010 - 2012

Designer

- Originated high-caliber visual materials for an anti-epileptic drug, including a web site, booklet design/layout and magazine and banner advertisements. Helped produce video screens and subtitle design, booklet layout, and banner ads for a lupus drug.
- Adhered to client and FDA requisites, collaboratively teaming with the creative and marketing departments to meet strict deadlines.
- Directed other designers in the completion of various project phases.

TABULA STUDIO, Philadelphia, PA 2008 - 2009

Multimedia Designer

- Produced web and animation designs as well as such print pieces as postcards, direct mail pieces, business cards, brochures, invitations, and a deck of cards.
- Updated and maintained e-commerce websites.