

Daniel Bayn

User Experience Designer

Summary

Creative freethinker with over 7 years of experience in UX Design, tech writing, & usability.

Software Skills: Axure, Dreamweaver, Photoshop, Visio, MS Office.

Experience

Experience Planner ~ Campbell-Mithun (Jan 10 - present)

- Designing social media experiences for BettyCrocker.com.
- Drafting competitive analyses and UX recommendations.
- Working with stakeholders, developers, and creatives to negotiate functional requirements.
- Creating wireframes, prototypes, and specifications using Axure.

Information Architect ~ Ratchet (March 08 - Oct 09)

- Designed social media websites for General Mills, Explore Minnesota, and other clients.
- Designed iPhone apps, mobile websites, and Facebook applications.
- Created wireframes & prototypes using Axure.
- Designed interactive Flash & Ajax components.
- Drafted functional specifications for developers.

Information Architect ~ Best Buy (Oct 07 - Mar 08)

- Collaborated with remote development teams on BestBuy.ca redesign.
- Maintained library of wireframes & specifications.
- Designed a web app for home delivery scheduling.
- Conducted analyses of server statistics & drafted user experience recommendations.

Technical Writer ~ Harland Clarke (Aug 05 - Oct 07)

- Designed commercial websites & web apps.
- Built wireframe prototypes and animated demos.
- Assisted with graphics production for website.
- Compiled SOX compliance documentation



User Interface Designer ~ EDS (Feb 01 - Feb 02)

- Worked with a usability team to migrate a monolithic database application to the web.
- Created web graphics and wireframe prototypes.
- Drafted software requirements & design documents.

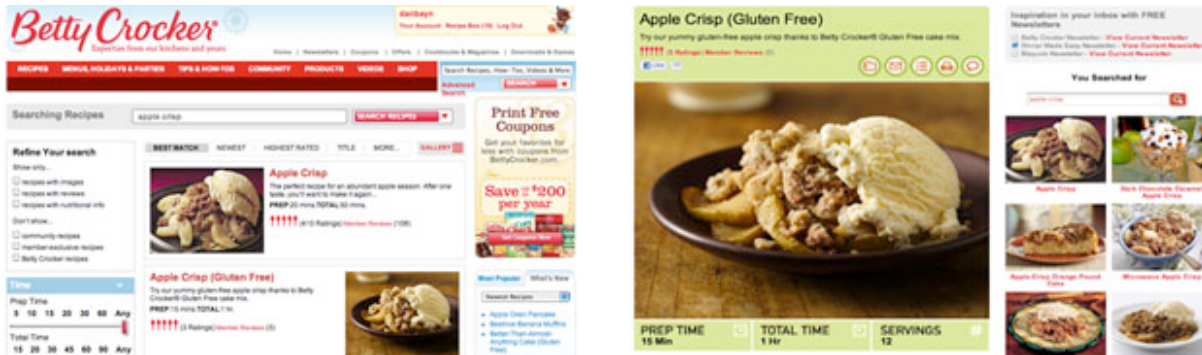
Usability Specialist ~ Tech-Pro (Oct 00 - Feb 01)

- Conducted usability tests for corporate clients.
- Prepared competitive reviews for clients.

Human Factors Engineer ~ Cyrus Intersoft (Dec 98 - Aug 00)

- Designed user interfaces for a suite of Java-based internet applications.
- Drafted design documents and software requirements.

Portfolio



BettyCrocker.com

Education

Master of Liberal Studies ~ University of Minnesota (2003-2005)

A personalized program that applies Psychology, Communications, & Rhetoric to online social behavior.

Bachelor of Science ~ University of Minnesota (1995-1999)

An inter-college program that combined Psychology with Business & Industry Education.

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