

Daniel Wong

UI/UX Designer + Graphic Designer

Experience

UI/UX Designer — Mission Cloud

Nov 2021 - Feb 2023 • Remote (Los Angeles, CA)

- Spearheaded the successful redesign of Mission Cloud's corporate website, encompassing the implementation of the company's refreshed branding, conceptualizing the art direction, wireframing, designing high resolution mockups, and crafting an exceptional user experience and user interface on Webflow's platform
- Collaborated closely with the stakeholders, brand director, copywriters, and designers to execute a comprehensive overhaul of Mission Cloud's branding and online presence
- Assumed responsibility for managing all website updates and content, as well as the maintenance of the company's digital assets
- Efficiently updated and maintained monthly and weekly marketing emails on Hubspot

UI/UX Designer — DRYFT Sciences

Aug 2019 - Oct 2020 • Moorpark, CA

- Led end-to-end design process for the DRYFT consumer facing website, covering art direction, prototyping, wireframing, UX foundations, and front-end visual design
- Played a key role in shaping DRYFT's branding identity, contributing to its distinct and memorable image
- Collaborated on crafting streamlined customer flows for new, returning, and subscribing users — ensuring adherence to relevant product regulations
- Employed consumer and financial data to develop impactful visual infographics for internal reports and pitch decks
- Designed versatile marketing collateral, including print materials like sell sheets and point-of-sale items, as well as engaging web ads, for effective promotional campaigns

UI/UX Designer + Graphic Designer — Ultimate Superfoods

Dec 2015 - Aug 2019 • Moorpark, CA

- Led the design efforts for Ultimate Superfoods brands' websites — OJIO, Earth Shift Products, and new developing brands
- Crafted comprehensive site maps and user/customer flows, from art direction to UI/UX implementation, ensuring seamless user experiences for each brand
- Collaborated closely with the development team, facilitating quality assurance and timely delivery of the final website products
- Teamed up with brand managers to produce captivating marketing campaigns, e-blasts, hero banners, and web ads that resonated with the target audience
- Played an integral role in the ideation and execution of design projects, working closely with the creative director to bring innovative concepts to life
- Assumed full responsibility for diverse print projects, from initial concept and design to press checks and final printing, covering packaging design, marketing materials, and brand collateral

Additional Experience

Graphic Web Designer, Graphic Designer — United Online

May 2014 - Jun 2015 • Woodland Hills, CA

Graphic Designer — Cryptozoic Entertainment

Jan 2014 - May 2014 • Lake Forest, CA

UI Designer — XTOPOLY

Jul 2013 - Nov 2013 • Santa Ana, CA

Creative Associate — Album Creative Studios

Jul 2013 - Nov 2013 • San Clemente, CA

Contact

danielwongdesign.com

hi@danielwongdesign.com

808.429.7333

Education

Bachelor of Fine Arts — Graphic Design, 2013

Laguna College of Art + Design

Laguna Beach, CA

Certificate

UI/UX For Gaming, 2023

ELVTR

Skills

User Experience Design (UX)

User Interface Design (UI)

Product Design

Visual Design

Web Design

Prototyping

Graphic Design

Typography

Branding

Art Direction

Logo & Icon Design

Information Design

Photography & Photo Editing

Motion Design

Marketing Design

Packaging Design

Communication

Usability Testing

Research

Tools

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premier Pro

Adobe After Effects

Sketch

Webflow

Zeplin

HTML + CSS

Awards + Recognition

2013 Travel Weekly Magellan Awards

Gold Winner in Online Travel Services

Marketing - ActivityRez Promotional Video

LCAD 24th Annual Collector's Choice

— Student Speaker

June 8th 2013

Best of the Show — Selected Participant, 2012

Laguna College of Art + Design

Best of the Show — Selected Participant, 2011

Laguna College of Art + Design

LCAD Portfolio Scholarship

2009 - 2013