Daniel Kobylarz

UX Designer & Researcher

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WORK EXPERIENCE

AccessVR   **Jan. 2023 – Dec 2023**

UX Designer & Researcher   *Remote, Virginia*

- Researched and designed multi-use case VR & Web User Interfaces.
- Designed platform to create immersive educational content in 360 Video modalities, including 0 to 1 research and design of: Learning Management System, Remediation, Interactive 360 Video Editor.
- Created and curated cross-product Design System, cataloguing all design elements, ideas, implications.
- Created design artifacts and visual aids including sitemaps, process diagrams, user flows & personas to empathize with and better understand users.
- Explored & leveraged AI in design workflows, including 3D scene generation for wireframe backdrops.
- Conducted Research including usability testing, A/B testing, and iterative user-interviews.

Freelance   **Jan 2020 – Dec 2022**

Product Designer & Researcher   *Remote*

- Collaborated with cross-functional teams to provide insight in conceptualizing solutions and evangelizing best practices across web, mobile, and desktop products.
- Conducted research and championing accessible experiences that are baked-in to products, including completing WCAG / accessibility audits.

Digital Mosaic Games   **June 2017 – Jan 2022**

UX/UI Designer   *Remote*

- Created award-winning video-game titles, credited on 6 releases across: Xbox, Nintendo Switch, PC, Mac, iOS & Android devices.
- Designed and implemented user interfaces in game environments, with extensive experience with the Unity3D engine and C# programming language.
- Redesigned website, increasing annual conversions by 13% via improved CTAs, lowered bounce rate 15%.
- Conducted user research with players, including A/B testing, surveys, generative and evaluative testing, and synthesizing feedback.
- Established work processes via AGILE, Lean workflows. Created personas, wireframes, task flows for a complete UCD approach in a gamedev environment.
- Managed platform QA, across PC/Android/Steam Deck.
- Created marketing initiatives and graphic materials for social media campaigns.

EDUCATION

Brandeis University   **2022**

Master of Science – User-Centered Design   *Boston, MA*

- 4.0 GPA

William Paterson University of New Jersey   **2014**

Bachelor of Arts, Psychology   *Paterson, New Jersey*

Bachelor of Arts, Music

- One of eight featured "Graduating Students of Note" highlighting accomplishments in presenting psychological research at international conferences