

# Daniel Boyce

Dedicated professional who excels both independently and as part of a team with exceptional communication skills.

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## Relevant Experience

### Springboard UX/UI Design Career Track December 2019 - Present

Currently studying User Research, Analysis, Design, and Interface skills to better master how to apply them to personal and professional projects.

#### Fitness Family

Conducted extensive primary and secondary research including a competitive analysis of both direct and indirect competitors. Interviewed potential users following the initial screener survey. Constructed low fidelity prototypes based on analyzed data. Detailed wireframes and high fidelity prototypes followed each round of usability tests with potential users.

#### O'Connors Club 20

Started by conducting a competitive analysis of other similar local businesses, conducting an online survey and several target audience user interviews. Simultaneously I created a paper wireframe before moving on to a low fidelity digital prototype. Currently I am working on moving toward a high fidelity prototype at the direct behest of the client. Work stalled due to Covid-19.

### UX Researcher/Designer, General Assembly May 2017- July 2017

Participated in a 10 week 400+ hour immersive program in User Experience Design. Focusing on real world development and application of UX design skills through five projects.

#### Kickstarter: Subscriptions

Worked with two other designers to design a conceptual new feature for the Kickstarter mobile website making use of a competitive analysis, and a high fidelity prototype. Also dealt with the sudden loss of a team member 2 days before the deadline.

#### Personal Record

Researched the worst pain points of current workout recording options using data and feature analysis to create a diagram for a minimum viable prototype. Simultaneously built my design portfolio to present both before my class and visiting designers.

#### Doni

Worked on a team of three designers on a 3-week contract position for an internationally based company, Doni to gamify and increase popularity of their fin-tech mobile app. Conducted a heuristic evaluation, client interviews, user contextual interviews, and worked alongside their development team to present before our international client and their stakeholders.

## Education

### B.A. in Psychology, The College of Wooster 2012- 2016

- Lead Researcher, Analyst, and Writer on seven month senior thesis project
- Utilized software including Microsoft Excel and SPSS to record research data for analysis
- Defended my findings before a panel of professors

## Skills

User Research  
Usability Testing  
Competitive Analysis  
Surveying  
Affinity Mapping  
Wireframing  
Heuristic Evaluations  
Data Analysis  
Participant Recruitment  
Contextual Interviews  
Survey Development  
High Fidelity Prototypes  
A/B Testing  
User Flows  
Personas

## Tools

Sketch  
InVision  
Overflow  
Figma  
SPSS  
Microsoft Office  
Qualtrics  
Adobe Creative Suite  
HTML & CSS  
Google Analytics