

dara f. thomas: Product Designer.

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Creative and detail-oriented Product Designer crafting meaningful, data-driven human experiences through intuitive, empathetic design.

EXPERTISE

Qualitative Research
Quantitative Research
Information Architecture
Competitive Analysis
Comparative Analysis
Usability Testing
User Interviews
Journey mapping
Affinity Mapping
User Flows
Focus Groups
Card Sorting
Rapid Prototyping
User Interface Design
Visual Design
Familiar with HTML & CSS

TOOLS

Figma
Adobe XD
Sketch
Miro
Otter.ai
UserTesting.com
Adobe Illustrator
Adobe Photoshop
Dropbox
Google Office Suite
Microsoft Office Suite

EDUCATION

UX Design Fellow
General Assembly, 2020

Double B.A. Hons.
Sociology & Equity Studies
University of Toronto

EXPERIENCE

:: **Freelance Product Design Consultant**, daradoesdesign.com | 01/2020 – Present ::

UX design work partnered with a cross-functional team including a product manager and a software engineer. Designing mobile and web apps for transportation, gaming, and beauty industries.

- Conceptualize and execute design of product through to engineer handoff
- Develop high-fidelity prototypes optimized for responsive mobile experience
- Design and maintain components for clients' product design ecosystem
- Averaging 85% approval of designs in user desirability testing and 12% increase in adoption

:: **Associate UX/UI Designer**, Point B | Portland, OR | 08/2021 – 10/2022 ::

My contributions have positively impacted client growth as part of Point B's sought-after, cross-functional Innovation + Design Team. My designs have led to conversion, lead generation, and adoption of digital products for clients across the automotive, retail, and health services industries.

- collaborated with product manager, creative director, and engineers to ship digital products
- Redesigned health services mobile app resulting in 23% decrease in user abandonment rate
- Averaged 88% approval for new designs in qualitative user desirability testing
- Designed automotive dealer tablet app which had an adoption rate of 90%
- Redesigned employee training portal web app and decreased user dissatisfaction by 85%

:: **UX Researcher**, Liger Partners | Atlanta, GA | 06/2021 – 08/2021 ::

Created and delivered project charters. Analyzed user interview videos, synthesized data and reported detailed findings. Led focus groups and conducted client debriefings. Synthesized data gathered from research findings to clearly define the problem space and present viable solution options.

- Developed 9 screeners and test plans, and 6 surveys for clients across the retail industry.
- Led 4 focus groups and 4 listening sessions to identify user pain points.
- Reduced the number of bugs with existing features of a client website by 19%.

:: **Customer Service Specialist**, Robert Half Agency | Atlanta, GA | 02/2019 – 03/2020 ::

- Designed a delivery system accommodating 200 shipments daily for a 15-member team.

:: **Community Impact Specialist**, United Way of San Diego | San Diego, CA | 05/2018 – 01/2019 ::

- Produced data-driven KPI reports attracting major donors. Conducted 80+ user interviews.

:: **Dispatcher / Account Payables Agent**, Brinks Plumbing | San Diego, CA | 03/2017 – 05/2018 ::

- Coordinated maintenance of client sites and directed team of 20 plumbing technicians daily.

:: **Health and Safety Manager**, Various Companies | Toronto, Canada | 2000 – 2015 ::

- Conducted 50+ safety interviews, designed 9 safety guards, reduced accident rate by 34%.