

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.

SKILLS

User Research
User Experience
Prototyping
Information Architecture
Visual Design
UI Design
Usability Testing
Agile Methodology
HTML
CSS

TOOLS

Figma
Sketch
Adobe XD
Illustrator
Photoshop

EDUCATION

Double B.A, Hons.
Sociology & Equity Studies
University of Toronto
Canada
2009 – 2013

EXPERIENCE

:: PRODUCT DESIGNER | Freelance, daradoesdesign.com ::

Product Designer/UX Consultant, 1/2020 - Present

Employing empathy in user research to understand users and the problem space. Offering creative, well-thought out, data-backed solutions and improvements for new and existing digital products.

Some Completed Projects:

- **Website Redesign for Online Kids' Coding School:** 3 weeks, 120 hours. Online kids' coding school website redesign to help parents more easily navigate sign up for and schedule lessons for their children. Conducted 10 interviews with parent users.
- **Website Redesign for Nonprofit Organization:** 1 month, 150 hours. User research and UX redesign of website; restructured navigation & improved user experience of nonprofit arts volunteers.

Projects I'm currently working on:

- **UI design for Mobile Game Application:**
Designing a mobile game app that teaches adolescent female users about entrepreneurship.
- **UX research and design of Mobile Truck Driver Application:**
Mid-fidelity mobile app prototype to track driver hours & prevent D.O.T. regulation violations.
- **UX research, UX & UI Design for Adult Literacy Course Module Web Application:**
Web application to help adults with little-to-no literacy skills navigate through and complete online reading modules for self-study.

:: GENERAL ASSEMBLY | UX Design Fellow ::

UX Designer, 10/2020 – 2/2021

- 14 weeks 480 hours. Completed 4 design sprints, 3 independent, 3 collaborative, and 2 client projects.

:: ROBERT HALF AGENCY | Atlanta, GA ::

Customer Service Specialist, 2/2019 -3/ 2020

- Used empathy and research to log & resolve 60-plus client shipment delivery issues weekly.
- **Designed system** to coordinate 15 member cross-fuctional team's delivery of 200 shipments daily.

:: UNITED WAY OF SAN DIEGO | San Diego, CA::

Community Impact Specialist, 5/2018 – 1/2019

- Generated data-driven, user-friendly monthly KPI reports to attract high-dollar donors.
- Performed 50 site visits, **conducted 80+ user interviews** with student participants (grades 1 - 6).

:: BRINKS PLUMBING SERVICES | San Diego, CA::

Dispatcher/Accounts Payables Agent, 3/2017 – 5/2018

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

:: VARIOUS COMPANIES | Toronto, Canada ::

Health and Safety Manager 2000 - 2015

- Worked in manufacturing, oil, and hospitality sectors: Unilever, Tucker Energy, and Royal Caribbean.
- Conducted 50-plus safety interviews, authored 3 employee safety manuals, reduced accident rate by 34%, **designed 9 machinery safety guards.**