

Daran Joyo

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UI/UX Designer

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Summary

Designer with 5+ years of professional experience, including 3 years focused on product (UI/UX) design for web and SaaS products. Strong background in visual and graphic design, with hands-on experience collaborating with product managers and engineers to ship intuitive, scalable solutions. Skilled in UI design, design systems, user research, and prototyping, with end-to-end ownership from discovery through developer handoff.

Work Experience

GameAddik

Video Game Marketing B2B SaaS

UX/UI Designer

11/2023 - 11/2024

- Led the end-to-end design of the first version of a B2B SaaS product, defining core user flows and feature requirements.
- Developed low-fidelity wireframes, high-fidelity mockups and interactive prototypes to drive alignment and rapid iteration.
- Informed product direction through user research, validating assumptions and uncovering opportunities for improvement.
- Collaborated cross-functionally with product, marketing and engineering to align designs with strategic objectives, technical constraints, user needs and deadlines.
- Implemented and maintained a scalable design system, ensuring accessibility compliance (WCAG) and brand consistency.

Kava Labs

Web3 B2C Web App

UX/UI Designer

11/2021 - 11/2023

- Shipped 10+ new features, simplifying complex blockchain operations into seamless user experiences.
- Worked in an agile team with product managers and engineers to scope features and refine requirements.
- Drove product decisions through user research, conducting surveys with 200+ participants and usability testing, translating findings into actionable insights.
- Crafted wireframes, user flows and interactive prototypes to explore solutions, validate ideas, and guide product decisions.
- Delivered production-ready designs and collaborated closely with engineers during handoff and design QA to ensure high-fidelity implementation.
- Built and maintained the design system to ensure consistency, efficiency and scalability.

Crank Studio

Branding, Graphic Design and Web Services

Graphic Designer

06/2021 - 11/2021

- Designed static and motion assets for web, social media, and marketing campaigns across multiple industries.
- Produced tutorial and explainer videos to support a web app product, improving onboarding and feature understanding.
- Collaborated with clients and internal teams to deliver visually consistent, on-brand creative.

ITFactory

Technology Solutions E-commerce

Graphic Designer

05/2019 - 06/2021

- Partnered with lead Shopify developer to implement design and UX optimizations that improved overall online customer experience.
- Designed and coded weekly promotional emails in HTML/CSS, distributing campaigns via Mailchimp to an audience of 10,000+, supporting product launches and sales initiatives.
- Created engaging social media posts, including custom graphics and accompanying copy to boost engagement and brand presence.
- Produced web banners and promotional graphics to highlight ongoing sales and featured items.

Denis Office Supplies

Office Supplies Retailer and E-Commerce

Graphic Designer

10/2017 - 08/2018

- Maintained up-to-date visuals on the website, ensuring a visually engaging and cohesive user experience.
- Designed and developed a monthly newsletter using HTML/CSS, providing valuable information about rebates and updates to clients.
- Produced high-impact promotional advertisements printed in newspapers such as the *Journal de Montréal*.
- Created corporate documents and guides, supporting sales teams in achieving targets.
- Contributed to the production of the yearly catalogue and bi-monthly flyers by optimizing images and ensuring accurate information is displayed.

Education

University of Quebec in Montreal

Bachelor of Arts (B.A.) in Graphic Design

2018 - 2021

Cégep du Vieux Montreal

Diploma of College Studies (DEC) in Graphic Design

2014 - 2017

Skills

Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Affinity Suite, UserTesting.com, Useberry, Lyssna, HTML/CSS, Confluence, Miro, Jira, Slack

Methods

Interactive Design, UI Design, User Testing, User Research, User Persona, Journey Mapping, Information Architecture, User Flows, Usability Evaluation, Design Systems and Component Libraries, Design Tokens and Variables, Wireframing, Prototyping, Accessibility (WCAG), Responsive Design, Mobile Design, A/B Testing

Languages

English (native), French (native)