Daran Joyo

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UI/UX Designer

Portfolio: daranjoyo.com
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Summary

UI/UX designer with a strong background in graphic design, that has experience working with product teams to help deliver innovative web apps and platforms in e-commerce, video games, and Web3. Strongly skilled in creating visual user interface design, creating and maintaining design systems, user research and prototyping.

Work Experience

GameAddik
UX/UI Designer

Montréal, QC
11/2023 - 11/2024

- Designed intuitive and visually compelling user interfaces for a new SaaS product in a startup environment.
- Developed wireframes and prototypes to effectively communicate design concepts and user flows.
- Conducted surveys and usability tests to ensure the product corresponds to users' needs.
- Collaborated with product owners, marketing managers and lead developers to align designs with strategic objectives and deadlines.
- Created and maintained a cohesive design system, ensuring brand consistency and scalability across multiple platforms and product offerings.

Kava Labs
UX/UI Designer

Remote
11/2021 - 11/2023

- Collaborated closely with the lead UX designer, product managers and software developers to optimize and improve the user experience of the webapp.
- Created wireframes and user flows for new products and features, simplifying complex blockchain operations into seamless user experiences.
- Planned, conducted and analyzed research, including surveys and user testing, gathering valuable feedback directly from users, on both existing and new designs.
- Developed high-fidelity prototypes to provide an accurate representation of the final product's design and functionality, using it to present to stakeholders and research participants.
- Prepared and presented detailed Figma files for developer hand-off to facilitate communication between the design team, product and front-end developers.
- Ensured that designs are implemented correctly by performing quality assurance of the developed product and providing feedback directly to the developers.
- Implemented and managed the design system to ensure consistency, efficiency and scalability.

Graphic Designer

06/2021 - 11/2021

- Collaborated with the marketing team to create advertisements for various web platforms, including Twitter, Medium and other Web3 related sites, both static and in motion.
- Storyboarded and produced engaging tutorial videos for the web app product, providing users with a clear understanding of how to use the product effectively.

Crank Studio   Montréal, QC
Graphic Designer   06/2021 - 11/2021

- Created high-quality design assets for social media, web, and marketing outreach, serving a diverse range of clients across industries such as architectural firms, legal professional services, Web3 and more.
- Enhanced creative assets with dynamic motion design.

ITFactory   Montréal, QC
Graphic Designer   2019 - 2021

- Developed weekly promotional newsletters featuring new products and special events, drafting them in HTML/CSS and sending them through MailChimp to reach a broad audience.
- Designed engaging social media posts, including custom graphics and accompanying copy to boost engagement and brand presence.
- Crafted banners and graphics for the e-commerce website to promote ongoing sales and featured items.

Denis Office Supplies   Laval, QC
Graphic Designer   2017 - 2018

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

Education

Université du Québec à Montréal
Bachelor of Arts (B.A.) in Graphic Design   2018 - 2021

Cégep du Vieux Montréal
DEC in Graphic Design   2014 - 2017

Skills

Tools

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

Methods

User Testing, User Research, User Persona, Journey Mapping, Information Architecture, User Flows, Design Systems, Wireframing, Prototyping, Accessibility (WCAG), Responsive Design, Mobile Design, A/B Testing

Languages
English (native), French (native)