

Daniel Aley

UI / UX / HCI + Visual Designer

aley.daniel12@gmail.com
951-990-9080
flutterspace.com

PROFESSIONAL EXPERIENCE

Orbital Sidekick - UI / UX / Visual Designer

Designing user interfaces & experiences for platforms that support space-based hyperspectral infrastructure, persistent AOI monitoring, map visualizations, satellite tasking, intelligence, and analysis of operationally integrative *spectral intelligence* data for commercial & government customers.

Winter 2022 — Present
San Francisco/Los Angeles, CA.

NASA JPL - Deep Space Network O&M - UI / UX Design Engineer

Designed, researched & managed the production of intuitive user interfaces and experiences for enterprise software, processes & services utilized by the NASA JPL - Deep Space Network O&M Program.

*Managed by JPL, Peraton & Chase Computing International.

Summer 2019 — Winter 2022
Pasadena/Monrovia, CA.

NASA CPP Business Startup Program - Product Designer

Collaborated with business, engineering, and university faculty to design minimum viable products for investors & College of Business Administration in collaboration with NASA Armstrong Flight Research Center & Technology Transfer Office (TTO).

*For more information, please visit: <https://www.cpp.edu/cba/nasacpp/index.shtml>

Summer 2017 — Spring 2019

UNDERGRADUATE EXPERIENCE

Undergraduate Research - UI / UX Researcher

Conducted cognitive and behavioral studies with interview subjects to interpret learning models & retention of information in mobile applications. Collected qualitative and quantitative data & EEG Data to design an education based iOS application – with an emphasis in human centric design principles and methodologies.

*Research managed by myself & Professor Sooyun Im of the Cal Poly Pomona, Art Department.

Winter 2018 — Spring 2019

Cal Poly Pomona - Liquid Rocket Lab Designer

Developed the visual identity of the Cal Poly Pomona Liquid Rocket Lab. Created and managed the cpplrl.com website. Created visual logos and collateral for stratosphere enabled rocket. Created vehicle decals for Rocket Transport Vehicle.

Summer 2017

FREELANCE/ CONSULTING

United with Differences - Web & Visual Designer

Designed the brand & visual identity of United with Differences. Designed and managed the United with Differences website. Designed digital & print marketing campaign collateral. Ensured that all material was ADA compliant.

Fall 2018

Kellogg Art Gallery / Polykroma - Motion Designer

Designed motion graphics for the Kellogg Art Gallery's Polykroma Exhibit. Converted static graphic collateral into interactive animations for title walls.

Spring 2018

Artigraph Time, LLC - Visual Designer

Designed collateral for environmentalism & conservation advocacy.

Summer 2017

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Volunteer Experience

College of Environmental Design - Board Member

Supporting & advancing the College of Environmental Design at California State Polytechnic University Pomona through technical & industry design advisement, networking, executive level outreach & development of comprehensive fundraising initiatives.

<https://www.cpp.edu/env/about/deans-advisory-council/index.shtml>

Summer 2023 — Present

STEAM Academy - Lecturer / Mentor / Designer

Guest lecturer and Mentor/Designer for transformative learning experiences. Exposed students to leading theories on diverse perspectives in design & engineering; with an emphasis on inclusion, cutting-edge technology and social impact for society.

Summer 2018 — Present

AIGA CPP / IVDSA - 24 Hour 'Designathon'

Designed collateral for the Inland Valley Down Syndrome Association. Collaborated with fellow design students to produce motion graphics, visual identity systems, social media content, and an accessibility driven and user friendly content management website.

Spring 2019

AIGA CPP / DACA - 24 Hour 'Designathon'

Designed collateral for the CPP DACA program during the first ever AIGA CPP 'Designathon' marathon.

Collaborated with students from the Cal Poly Pomona Graphic Design Program & the Cal State Long Beach Design Program. Designed logos, brochures, websites, and motion graphic material.

<https://losangeles.aiga.org/aiga-student-groups-raise-the-voices-of-non-profits-2/>

Winter 2018

iCan Shine - Instructor / Photographer

Successfully helped document, teach, and foster a safe environment for children to learn how to ride and navigate their bicycles.

At iCan Shine, every child felt welcome and learned to maximize their abilities to the best degree possible.

*For more information, please visit icanshine.org

Summer 2016

EDUCATION

California State Polytechnic University, Pomona

Bachelor of Fine Arts, Graphic Design

Skills

Adobe XD, Sketch, InVision, Figma

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Indesign

AutoCAD, Animation Principles, Videography

Libraries: p5.js (JavaScript), Processing (Java), HTML, CSS

Usability Testing, Customer Discovery, Ethnographic Research & Design, Metrics, Design Thinking, Product Strategy

Information Visualization, Spatial Analysis Design, Interaction Design, Visual Design, Workflows, Storyboarding

[Contacts are available upon request.](#)

Intern Mentorship

Kevin Thangasamy, Troy High School, California State Polytechnic University, Pomona.

TJ Hsueh, Troy High School, University of California, Santa Barbara

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ORGANIZATIONS

AIIGA - Los Angeles Chapter, Professional Member
Association for Computing Machinery, Professional Member
SIGCHI – Computer Human Interaction, Professional Member

HONARS & AWARDS

Certificate of Congressional Recognition - U.S. Rep. Ed Royce, 39th Congressional District of California

Outstanding Volunteer - State of California Senate, Senator Bob Huff

Outstanding Diamond Bar Volunteer - Diamond Bar City Council, Mayor Jack Tanaka

2nd Place, Visual Communication Design at Kellogg Gallery's 2019 2D3D Award Show

2nd Place, Visual Communication Design at Kellogg Gallery's 2018 2D3D Award Show

Best Data Visualization - Chapman University's 2018 Datafest Competition

DSN Certificate of Appreciation - For establishing a transformative, intranet based telework environment & empowering the JPL/DSN Community to continue to function as a team during a transition to remote work.

DSN Certificate of Appreciation - For providing valuable CX/UX with the creation of an enterprise site for hosting MAXIMO Spare Reports in response to JPL AMMI (Asset Management/Maintenance Improvement) Requests.

DSN Certificate of Appreciation - For selflessly providing educational presentations & learning material to the Azusa High School STEM Program & evangelizing the DSN Outreach Mission for the San Gabriel Valley Community.

DSN Certificate of Appreciation - For providing valuable CX/UX in response to the DSN Program Manager's COVID-19 Response Program. Established an Environmental Health & Safety intranet site for intuitively viewing all COVID-19 Response Videos & ensuring accessibility for all DSN Personnel.

2020 NASA Group Achievement Award - For exceptional performance in providing continuous ground station telecommunications services for all deep space missions during a time of unprecedented and extreme duress, all while ensuring the success of NASA's overall Deep Space Missions.

Training & Certifications

Deep Space Network Service Capability Development Training - Part 1

NASA Jet Propulsion Laboratory

Issued: Dec 2021

Deep Space Network Service Capability Development Training - Part 2

NASA Jet Propulsion Laboratory

Issued: Dec 2021

SCD for Deep Space Communications Complex/DSN Maintenance Group

NASA Jet Propulsion Laboratory

Issued: Dec 2021

NASA Foreign National Escort Training

NASA - National Aeronautics and Space Administration

Issued: Dec 2019

NSC Defensive Driving Certification

General Service Administration (GSA)

Issued: Aug 2019

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LECTURES & PRESENTATIONS

AIGA Design for Good, 2024 - Guest Lecturer & Design Crit, Prof. Anthony Acock MFA, BFA, AA, John Miranda, Tiffany Villafranco, Brett Araos, Tiffani Villafranco, Ethan Coy, California State Polytechnic University, Pomona - Pomona, California.

AIGA Design for Good, 2022 - Guest Lecturer & Design Crit, Prof. Anthony Acock MFA, BFA, AA, Danielle Giberti, California State Polytechnic University, Pomona - Pomona, California.

CPP STEAM Academy, 2022 - Guest Lecturer, Prof. Sarah A. Meyer MFA, California State Polytechnic University, Pomona - Pomona, California

Capstone VCD Professional Practices, Spring 2022 - Midterm Reviewer & Guest Lecturer, Prof. Sarah A. Meyer MFA, California State Polytechnic University, Pomona - Pomona, California.

Capstone VCD Professional Practices, Fall 2021 - Midterm Reviewer & Guest Lecturer, Prof. Melissa Flicker MFA, California State Polytechnic University, Pomona - Pomona, California.

AIGA Design for Good, 2021 - Guest Lecturer & Design Crit, Prof. Anthony Acock MFA, BFA, AA, Anastassia Zukova, Ashley Baker, Danielle Giberti, California State Polytechnic University, Pomona - Pomona, California.

The Alumni Panel, 2021 - Panelist, California State Polytechnic University, Pomona - Pomona, California.

San Gabriel Valley Career Panel - Panelist, San Gabriel Valley Consortium, Virtual Career Presentation.

Azusa High School STEM Program - Guest Lecturer, Azusa, California.

Professional Practices in Design, 2021 - Guest Lecturer, Prof. Sarah A. Meyer MFA, California State Polytechnic University, Pomona - Pomona, California.

Foundations in 5D - Guest Lecturer, Prof. Sooyun Im MFA, California State Polytechnic University, Pomona - Pomona, California.

Fundamentals of Computer Information Systems - Guest Speaker, Prof Mimi Thai-Chen Ph.D., California State Polytechnic University, Pomona - Pomona, California.

CPP STEAM Academy, 2019 - Guest Lecturer, Prof. Sarah A. Meyer MFA, Prof. Angela Shih Ph.D., California State Polytechnic University, Pomona - Pomona, California.

CPP STEAM Academy, 2018 - Guest Lecturer, Prof. Sarah A. Meyer MFA, Prof. Angela Shih Ph.D., Prof. Paul M. Nissenson Ph.D, California State Polytechnic University, Pomona - Pomona, California.

Lectures & Presentation are available upon request.