

Daniel Aley

UI/UX/HCI + Visual Designer

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EXPERIENCE

NASA Technology Commercialization, Design Lead

Collaborated with business students, engineering students, and marketing professors to design minimum viable products for investors. Production of products utilized NASA Intellectual Property.

*For more information, please visit nasacpp.org

Summer 2017 — Present

UI/UX Student Usability Research Assistant

Conducted cognitive and behavioral studies with interview subjects to further understand retention rates of app interfaces. Collected qualitative and quantitative data to refine app prototype designs. Data was used to assist in redesigning education based app and increase retention in education learning models.

Winter 2018 — Present

ASA Datafest Infographic Designer

Collaborated and competed with data scientists to analyze and develop data visualization deliverables; intense data wrangling, analysis, and presentation designs were achieved. Winner of "Best Visualization".

Spring 2018

Cal Poly Pomona Liquid Rocket Lab Designer

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

Summer 2017 — Present

Graphic Designer

Designed and collaborated with private LLC client on fiction novel covers, digital illustrations, author bio, and author photo for Amazon devices and physical paperback and hardcover print mediums.

Summer 2016

EDUCATION

California State Polytechnic University, Pomona

Bachelor of Fine Arts in Graphic Design
Computer Information Systems Minor

EXPERTISE

Adobe XD, Sketch, InVision
Adobe Photoshop, Adobe Illustrator, Adobe After Effects Adobe Indesign
AutoCAD, Unity
HTML, Javascript, CSS, Bootstrap
Libraries: p5.js, Processing
Usability testing, A/B Testing, HCI Interface Testing/Design
[Contacts available upon request.](#)