Daniel Aley

UI/UX/HCI + Visual Designer

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EXPERIENCE

NASA Technology Commercialization Program

Summer 2017 — Present

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

UI/UX Usability Research Assistant

Winter 2018 — Present

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.

ASA Datafest Infographic Designer

Spring 2018

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

Cal Poly Pomona Liquid Rocket Lab Designer

Summer 2017 — Present

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.

Graphic Designer

Summer 2016

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.

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
AutoCAD, Unity
HTML, Javascript, CSS, Bootstrap
Libraries: p5.js, Processing, D3
Usability testing, A/B Testing, HCI Interface Testing/Design

Contacts available upon request.