



DANIELwingo

UX / UI, Hybrid and Print Designer

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Profile

An award-winning user experience and interface designer with years of expertise in both the design and implementation aspects of the project life cycle. Having the opportunity to work closely with clients and developers at Georgia State has empowered me to translate business requirements into unique, creative solutions, including wireframes and custom-built assets.

Technical Skills

Rapid Prototyping / UX / UI Design

- Sketch w/ Craft Plugin
- InVision App
- Adobe XD
- Adobe Photoshop
- UI design system creation / overhaul
- UX research / persona creation
- Reviewing analytics for usage patterns
- **The Interaction Design Foundation** member

Administration

- Facilitated project administration and communication in Wrike, Trello, MS Teams and Slack.
- Interfaced with clients and project managers.
- Coordinated efforts with creative directors, digital strategy directors, content strategists, and content creators.
- Collaborated on projects among three teams.

Web Design / Development

- WordPress
- Toolset
- Slider Revolution
- HTML 5 / CSS3
- 508 Compliance

Print Design

- Adobe Illustrator
- Adobe InDesign
- Type Setting
- Press-checking and proofing

Education

The Art Institute of Atlanta, Atlanta, Ga.

Associate of Arts in Graphic & Web Design, 2014

Work Experience

Senior Design Coordinator (Sept. 2017 - Present)

Georgia State University, Atlanta, Ga.

- Worked closely with clients in every phase, from concept to production, to execute projects in a timely manner. Curated custom solutions to meet client needs.
- Facilitated maintenance training with clients post-product launch. Offered prompt HelpDesk support via UserVoice.

Work Experience

- Ensured 508 compliance and best practices by utilizing the **Web Accessibility Evaluation Tool (WAVE)** and employing **SiteImprove** to monitor performance (such as page-load speed) and maintenance-related issues.
- Spearheaded the creation of two high-visibility assets that greatly enhanced the execution of critical business functions for Georgia State: [The Guided Path](#) series of assets and the [Freshmen Admissions Timeline](#). Involvement included helping the client to define project scope, timeline of deliverables, solution research, sketches, ideation, wireframes, building and debugging.
- Revolutionized Georgia State's online presence through the creation of *The State Way – the university's brand marketing campaign* – design system and system of templated elements.
- Awarded by the **Web Marketing Association** for the "Best Education Mobile Website" in 2018. **The Council for Advancement and Support of Education (CASE)** awarded the [Undergraduate Admissions site](#) a bronze medal under the category of "Recruitment Website or Microsite" in 2020 and a Special Merit Award for our [Summer in the City](#) promotions in 2019.
- Worked closely with copywriters and editors to create innovative and informative print collateral for Georgia State students and their parents, elevating *The State Way* brand. Touched each element of the process, from initial sketches to press production.

Production Designer, Contractor (March 2017 – May 2017)

Levolor, Dunwoody, Ga.

- Created multiple meticulously typeset, print-based assets using Adobe InDesign from conception to execution and deployment.
- Conceptualized, designed and coded all digital assets for a major Levolor product launch. Campaign assets included an email, landing page and six advertising banners.

Web Marketing Creative Specialist, (July 2016 – March 2017)

Sage, Atlanta, Ga.

- Created multiple web-based assets from conception to execution and deployment. Collaborated with Analytics team to assess effectiveness.
- Designed innovative HTML emails that drastically increased open rates among all recipients.
- Created and implemented a highly versatile email template. Each section of the template was completely self-sufficient, enabling each section to be extended or manipulated to meet a range of business needs.