

DANIEL C. HAMNER

Mableton, GA 30126 | **Phone:** 318 229 3347 | **Email:** danielchamner@gmail.com | **Links:** [LinkedIn](#) // [Portfolio](#)

USER EXPERIENCE (UX) DESIGNER

Versatile UX Designer with a multi-faceted creative background in graphic design, lighting design, filmmaking & photography. Enthusiastic about human-centered design & storytelling, creating engaging digital experiences through interaction design, UI, and iterative design informed by user research.

Originally drawn to graphic design & film for their ability to evoke emotional resonance; worked for many years as a lighting designer, leveraging creativity to connect audiences with meaningful experiences. However, my journey led me back to my roots in UX/UI design, unearthing a renewed excitement for merging creativity with functionality to craft intuitive, visually compelling solutions for web & mobile applications.

OBJECTIVE

- Driven by a belief in the power of design to inspire and make the world more accessible, eager to leverage my creative background and collaborative spirit to design compelling narratives that resonate with users, as a well-rounded UX/UI designer.

SELECTED HIGHLIGHTS

- Led UI design at Traxidy; created assets, managed design processes & trained colleagues on key Figma techniques; finished 3 days ahead of schedule.
- As a UX Design Fellow at Springboard, mastered skills in sketching, wireframing, interaction design, prototyping, and usability-testing as a part of a frame focused on the discovery, design, and evaluation phases of user-centered design.
- Credited with reducing user drop-off rates by 25% through optimizing UX, revamping the onboarding and sign-in processes at Traxidy.
- Directed multiple projects as Art Director, leading cross-functional teams and integrating storytelling elements to achieve cohesive visual outcomes:
 - Kathy's Baby Boy Shoe Drop: Boosted social media views by 734% within a quarter through strategic brand photography and marketing.
 - Montry Blackbeard Rebranding: Instrumental in driving an 18% increase in overall client engagement.
- Designed Local, a concept event-based dating app focused on connectivity and user engagement; created Gallerypal, a conceptual project, leveraging cutting-edge visual design principles.
- Sold out 100% of inventory for the 'Family Reconnect Event' through freelance graphic design work that resonated deeply with the target audience.

SKILLS

UX/UI Design | User-Centered Design | Design Thinking | Interaction Design | Product Design | Wireframes | Prototyping | Usability Testing | User Research | Data Collection & Synthesis | Graphic Design | Crew Management | Photography | Lighting Design | Visual Design | User Research | Design Systems | User Journey Mapping | Stakeholder Management | Project Management | User Onboarding | Web & Application Design | User Flows

Technical Skills & Tools: Figma | Sketch | InVision | Illustrator | Photoshop AfterEffects | PremierePro | WordPress | CSS | HTML

RELEVANT EXPERIENCE

Traxidy – Atlanta, GA

Jan. 2023 – Feb. 2024

UX / UI Designer

- Presented creative recommendations to improve User Onboarding Experience; unearthed user insights by conducting competitive analysis, user interviews, and creating personas to inform a UI design overhaul, creating a more intuitive experience for new users and lower the barrier of entry.
- Played a pivotal role in revamping the user onboarding experience; streamlined sign-in processes, achieving a 25% reduction in user drop-off rates.
- Partnered with product teams to create effective design solutions, driving an 18% boost in user engagement.
- Directed the creation of artwork and assets for high-quality web applications.
- Gained well-rounded experience in designing for Android, iOS, and web platforms.
- Researched and benchmarked digital media visual trends to maintain competitive and modern communication strategies.
- Provided and developed multimedia and web support for digital marketing and communication initiatives.
- Guided new features from ideation through prototyping, user testing, and final production.
- Assisted in defining product strategy and executing the product roadmap.

Local – Atlanta, GA

Sep. 2023 – Dec. 2023

UX / UI Designer

- Designed & developed an event-based dating app during 4-month study with Springboard Online; created simple, intuitive web/mobile experiences.
- Conducted user research and usability testing, reducing reported issues by over 35%.
- Collaborated fluidly with cross-functional engineering, user research, and product teams to align UX/UI design efforts.

- Spearheaded a 5-day design sprint to revolutionize the art gallery experience; balanced user needs with business strategies to enhance product usability and customer satisfaction.
- Supported multimedia story production for media outreach with on-site video and photo shoots.
- Engaged in regular design reviews, incorporating feedback to refine and improve designs.

ADDITIONAL EXPERIENCE

- Achieved 12% cost savings on lighting budgets at Swirl Films through strategic crew management, equipment allocation, and lighting plot execution.
- Engaged heavily in fast-paced, varied project work; developed expertise in working and adapting to new projects with new crew members, refining strong crew/people management, communication, and active listening skills.
- Directed multidisciplinary teams across projects ranging from 1 to 6 months, ensuring cohesive collaboration and project success.

- Collaborated with cross-functional teams to enhance visual experiences across diverse media productions, including music videos and commercials.
- Leveraged lighting design expertise to optimize aesthetic quality and visual impact in media projects.
- Rapidly progressed from Lighting Tech to a Lighting Designer in recognition of creative vision, performance, and leadership skills.

EDUCATION

INTERESTS

- Album & Book Design | Cinematography | Creative Direction: Directed an Acoustic Music Series - “Studio Outdoors” | Photography (Fashion, Portrait, Lifestyle, Real Estate) | Musician (Singing & Guitar) | Traveling