Dan Robertson

UX Generalist

I work to enable self-expression, inspire action over inaction, and bring about genuine happiness.

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DGR

💼 Professional Experience

UX Researcher
VGM   January 2021 – June 2022

Directed the end-to-end delivery of small and large research projects for clients, resulting in hundreds of thousands of dollars in revenue. Facilitated focus group discussions and usability studies, ensuring valuable and actionable participant feedback.

✏️ UX Design Projects

Eaze Website Redesign
General Assembly   April 2024

Produced a high-fidelity prototype of the Eaze website's shopping flow in Figma, streamlining the process to enable cannabis users to shop quickly while under the influence of THC, resulting in reduced clicks and increased user satisfaction.

Shazam App Navigation Update
General Assembly   May 2024

Delivered a high-fidelity prototype of the Shazam music app in Figma, raising awareness of existing features and condensing the information hierarchy, resulting in more intuitive navigation and increased user time spent in app.

🎓 Education

User Experience Design Immersive
General Assembly   March – July 2024

Full-time immersive program in UX/UI design, consisting of 480+ hours of study, practice, professional training, and mentorship.

Bachelor of Arts in Psychology w/ Sociology Minor
The University of Alabama in Huntsville   2014 – 2018

⭐ Skills

Research
- User Interviews
- Card Sorting
- Affinity Mapping
- Survey Design
- Discussion Guide Design

Design
- Personas
- User Flows
- Journey Mapping
- Wireframing
- Prototyping

Tools
- Figma
- SPSS
- GIMP
- SurveyMonkey
- UserZoom