



Daniel Roberto

UX Researcher / Designer in San Diego, CA.

(619) 948 - 2090

danielrvroberto@gmail.com

<https://linkedin.com/in/danielrvroberto>

<https://danielroberto.github.io>

EXPERIENCE

Sony Electronics, Inc. (Jul 2018 - Apr 2019)

Human Factors Engineer (Contractor)

- Moderated usability, OoBE, and sound evaluation tests
- Created reports detailing usability issues and ratings, data, evaluations and design recommendations for stakeholders
- Created usability test plans and surveys
- Provided feedback for redesigning quick start guides and mobile app flows
- Supported concept evaluation testing and data organization

Sony Electronics, Inc. (Jun 2017 - Aug 2018)

Human Factors Engineering / UI Design (Intern)

- Conducted expert and usability reviews on various products
- Assisted in moderation and data capturing in usability testing
- Worked accordingly and alongside stakeholders
- Conducted tests / surveys and evaluate data with various methods
- Recruited participants based on usability test and survey criteria

Brewngo Technologies (May 2016 - Jun 2017)

Design Intern

- Worked alongside engineers on product design and with developers on web/app UX/UI design
- Assisted in defining user needs and personas
- Collaborated with developers on competitor analysis, conducted heuristic evaluation of website and designed mockups for the app

H&M (Jul 2019 - present)

Sales Advisor

- Working in a fast paced retail environment to provide a pleasant shopping experience and customer service while maintaining visual upkeep of sales floor

EDUCATION

University of California, San Diego (2013 - 2017)

- B.S. Cognitive Science w/ spec Human Computer Interaction

UX Design Certification (2019 - present)

- Currently pursuing a UX Design certificate from UCSD Extension

PROJECTS

STREETFIGHTR App
 JapanParts.com
 Redesign
 Reddit App Feature
 Improvement
 SD School Gardens
 Tool
 Safety Squad
 Chewsr

SKILLS

User Research
 User Testing/IPIs
 Surveys
 Concept Evaluation
 Customer Journeys
 Process Flows
 Competitive Analysis
 Cognitive Ethnography
 Usability Reports (& more)

TECHNOLOGIES

HTML, CSS, JS
 Adobe Creative Suite
 Microsoft Office
 InVision
 Axure
 Visio
 Proto.io
 Figma
 Qualtrics

HOBBIES

Photography
 Cars/Motorsports
 Fashion
 Graphic Design
 Audio/Music
 Film/Movies
 Cycling
 Traveling
 Singing