

Daniel Westfall

[linkedin.com/in/danielwestfall](https://www.linkedin.com/in/danielwestfall) | (404) 519-1101 | Dwwestfall@protonmail.com | danwestfall.design

Education & Certifications

Department of Homeland Security - The Office of Accessible Systems & Technology Trusted Tester Certification (# TT-2204-02664)	Online April 2022
Coursera Google UX Design Professional Certificate	Online Feb 2022
MIT xPro Full Stack Development with MERN	Online Sept 2021
Google Analytics Academy Advanced Google Analytics	Online April 2021
Art Institute of Atlanta Multimedia and Web Design	Atlanta, GA July 2002

Objective Statement

User-focused UX designer aiming to create and iterate over accessible user-focused products, identify and address pain points and improve user experiences. Experienced in detail-oriented quality assurance roles, collaborating in environments demanding effective communication, and gathering and utilizing feedback to improve the overall customer experience. Bringing a unique outlook, skillset, and innovative solutions to a user-focused team.

Work Experience

Coffee Talk <i>Manager and Founder</i>	Olathe, KS 03/2018 - 07/2021
<ul style="list-style-type: none">Visualized and designed a consumer-facing coffee shop experience and retail products and was rewarded by the local community as being voted as Nextdoor's Neighborhood Favorite Coffee Shop twice annually.Gathered insights and feedback about customers' attitudes, emotions, and behaviors to keep a fresh and well-received seasonal menu of products enjoyed by 100+ customers daily and attempted to maximize consumer satisfaction.Developed advertising and marketing strategies by designing digital materials for social media and scheduled posting for maximum exposure and in correlation with promotions and events.Researched competitors by collecting data on products and services to identify unique values they offered consumers.Planned, organized, and led in-store promotions and events and collaborated with local minority organizations to promote cultural awareness and inclusion.Designed storefront layout to create an intuitive and well-organized flow from ordering to enjoying our products in a smooth process which allowed maximum efficiency and minimized wait time for consumers.	
Braun Intertec <i>Field Technician III</i>	Lenexa, KS 03/2015 - 03/2018

- Ensured execution of project specifications and concepts to acceptable quality standards while any challenges or problems were defined and addressed to maintain project momentum and integrity by collaborating closely with engineers and teams on-site.
- Performed detail-oriented inspections and analytical problem-solving in fast-paced environments in up to six different sites per day.
- Effectively communicated all issues with relevant engineers and teams and collaborated on solutions, ultimately following through with the implementation and results.

Kleinfelder

Laboratory Technician

Lenexa, KS

08/2014 - 03/2015

- Responsible for maintaining a high level of quality and consistency while performing testing and iterative testing methods.
- Multitasked and effectively managed timely testing while delivering accurate results deadline-consciously.

Kansas Star Casino

Table Games Dealer

Mulvane, KS

11/2012 - 06/2014

- Facilitated games to provide customers with the highest quality gaming experience possible while upholding game security by adhering to state-regulated guidelines.
- Provided exceptional customer service with the property's service standards and brand attitudes and was chosen to deal in the annual Lunar New Year Baccarat tournament twice due to the high level of customer focus and consistency.

Skills & Interests

Development Skills: HTML 5, CSS 3, JavaScript, Bootstrap

UX/UI Skills: Storyboarding, Information Architecture, Wireframing, Prototyping, Mockups, User Stories & Journeys, User Research, Usability Testing, Competitive Analysis, Personas, Responsive Design, Design Sprints, Usability and Accessibility,

Software Skills: Figma, Illustrator, Inkscape, Photoshop, GIMP, Google Suite (Docs, Sheets, Slides, Forms), Microsoft Office Suite (Word, Excel, PowerPoint)

Accessibility Skills: ANDI, WCAG Color Contrast Checker, Section 508, WCAG 2.0, Accessibility Compliance Reporting Tool (ACRT)

Marketing Skills: Social Media Marketing, Google Analytics, Search Engine Optimization, Search Engine Marketing