

# Daniele Beyk

[LinkedIn](#) | [Portfolio](#)

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## Summary of Qualifications

I am a senior UI designer who incorporates AI to create intuitive user interfaces and mobile applications focused on ease of navigation, interaction, and strong visual appeal based on user needs. By first defining product vision and strategy, I translate high-level concepts into a prioritized workflow of mockups, beta testing, and user feedback that leads to optimal user experiences.

## Career Highlights

- Partnered with UX design & architecture to design an online marketplace with features that enabled user collaboration on problem-solving, information gathering, & support, resulting in enhanced user satisfaction, functionality, & visual aesthetics
- Designed chatbot to assist internal users with routine tasks, as well as a voicebot used to create a library of those tasks
- Created logo & visual design for Holonic Technologies' interface & mobile application
- Designed 7-week training where I created designs using Figma for teams to turn into products
- Conceptualized & delivered mobile apps for NASA's Annual Supercomputing Conferences & NASA Ames 75<sup>th</sup> Anniversary that engaged >100K attendees

## Professional Experience

Wells Fargo

2022 - present

Senior User Experience Designer

- Collaborate with product managers & developers to outline project objectives & user requirements for digital banking interfaces
- Define project objectives & user requirements through comprehensive research into user behaviors in collaboration with cross-functional teams
- Create pages & dashboards that align with Bank's brand standards
- Create wireframes & interactive prototypes to garner user feedback throughout each iteration
- Develop comprehensive design system to outline standards for design consistency
- Design user-friendly mobile applications across platforms, incorporating generative AI for adaptive, intelligent experiences
- Refine designs based on user feedback to enhance engagement & satisfaction

Holonic Technologies

2017 - 2022

UX Designer

- Led end-to-end creative & production processes to ensure seamless execution & top-tier user experiences
- Designed information architecture, workflows, wireframes, & prototypes to establish standards for excellent user experiences with websites & digital applications
- Created concepts for logos & visual identities to strengthen brand visibility & engage target audiences

# Daniele Beyk

NASA

2010 - 2016

Web/App Developer

- Enhanced visual appeal of websites through design enhancements, ensuring that content, code, & links were consistently high-quality
- Edited high-resolution scientific visualization videos & images for visiting VIP guests & downloads for public access
- Collaborated on high-profile computing-related websites to educate audiences about supercomputing benefits

ebrary

2009 - 2010

Web & UI Test Engineer

- Enhanced user experience for book reading platform to ensure high-quality interactions & seamless navigation
- Developed visually appealing design solutions for engaging web/UI experiences

## Technical

Figma; Sketch; Bootstrap; Adobe: Photoshop, Illustrator, InDesign; HTML; CSS3 MS Office: Word, PowerPoint, Excel; Google Workspace

## Certifications

ChatGPT Complete; UX Deliverables; Design Thinking; Foundations of UX Design; Sketch Master; Graphic Design

## Education

Academy Art University - MFA, Web Design & New Media  
Silicon Valley University - BS, Computer Science