Danie Zheng

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SUMMARY

I'm Danie, a UI/UX designer with 5+ years of experience crafting human-centered solutions that blend functionality with intuitive design. Passionate about innovation, I create purposeful digital experiences where every pixel enhances usability and every interaction tells a meaningful story.

EXPERIENCE

UI/UX & Visual Designer

CORMAC   **February 2024 - Present, Leeburg, VA**

Cormac specializes in business analytics, data management, software, quality assurance, and health IT solutions.

· **Collaborate with cross-functional teams** (project managers, stakeholders, engineers) to define UI/UX requirements and ensure alignment with business objectives.
· **Conduct user research** through interviews, usability testing, and analytics to inform design decisions.
· **Gather and evaluate user requirements**, translating them into wireframes, UI mockups, and interactive prototypes.
· **Illustrate design concepts** using storyboards, process flows, and sitemaps to enhance communication and clarity.
· **Develop and maintain design systems** to ensure consistency in fonts, colors, imagery, and UI components.
· **Optimize UI for accessibility and responsiveness**, ensuring compliance with Section 508, WCAG, and federal web standards (USWDS).
· **Iterate on designs** based on user feedback, usability testing, and stakeholder input to refine layouts and interactions.
· **Identify and troubleshoot UX/UI issues**, using user testing, heatmaps, and analytics to enhance usability.
· **Document design decisions, best practices, and UI patterns** to improve consistency across projects.
· **Leverage data analysis** to assess design performance, optimize user flows, and improve engagement using analytics tools.

UI/UX & Visual Designer

WISE Digital Partners   **September 2022 - Present, San Diego, CA**

WISE Digital Partners is a marketing & advertising firm that provides proprietary technology and services to help businesses succeed online.

· **Design pixel-perfect website mockups** (desktop & mobile) in Figma, ensuring visually compelling and functional layouts.
· **Create low-fidelity wireframes** to establish page structures and user flows before finalizing designs.
· **Source imagery and design graphics** for websites, blogs, newsletters, social media, and ad campaigns using Adobe Creative Cloud.
· **Develop and curate iconography** to enhance website visuals and maintain brand consistency.
· **Document website style guides** for developers, defining typography, color systems, and interactive UI elements.
· **Manage and optimize design assets**, ensuring proper sizing, naming, exporting, and organization for seamless implementation.
· **Conduct quality assurance testing** to maintain design consistency across applications and digital platforms.
· **Utilize and maintain design systems**, ensuring cohesive collaboration between design and development teams.
· **Enhance user experience** by refining interactive UI elements such as buttons, links, and navigation components.
· **Contribute to branding efforts**, maintaining visual identity across digital assets and marketing materials.

UI/UX Designer & Digital Marketing Analyst

M&S Consulting   **June 2020 - June 2022, Morgantown, WV**

M&S Consulting specializes in digital strategy and transformation for critical business functions for both commercial and public sector clients.

· **Designed pixel-perfect mobile and web applications** in Figma, ensuring seamless user experiences.
· **Developed, curated, and maintained websites** using Wix, Shopify, and WordPress, optimizing performance and usability.
· **Created and sourced visual content** for websites, blogs, newsletters, social media, and marketing materials using Adobe Creative Cloud.
· **Developed and curated iconography** to align with brand identity and enhance digital experiences.
· **Documented comprehensive style guides** for developers, specifying typography, color systems, and interactive UI elements.
· **Managed and optimized design assets**, ensuring proper sizing, naming, exporting, and organization across multiple projects.

UI/UX Designer

GigUp   **November 2020 - July 2022, Morgantown, WV**

A startup streamlining candidate-employer matching for fast and effective hiring of seasonal and part-time roles.

· **Co-developed a complete design system and UX experience** for a mobile application for a major East Coast retailer.

- **Designed logos and branding assets** to establish a cohesive visual identity for the mobile and web application.
- **Collaborated closely with clients and teams** in daily meetings to review goals, address feedback, and refine design solutions.
- **Worked with developers** to translate Figma designs into fully functional mobile and web applications.
- **Designed marketing campaign assets and crafted copy** for a digital launch campaign, collaborating with investors and digital artists.

Graduate Assistant & UI/UX Intern

West Virginia University   May 2018 – May 2020, Morgantown, WV

- **Designed and improved UI** for school dashboards and webpages, enhancing usability and functionality.
- **Conducted user research and usability testing** to gather insights and inform design decisions.
- **Developed wireframes and interactive prototypes** to visualize user flows and interface improvements.
- **Analyzed user feedback** to identify pain points and implement data-driven enhancements.
- **Collaborated with stakeholders** to align design solutions with institutional goals and user needs.

EDUCATION

Masters of Business Administration

West Virginia University · Morgantown, WV · 2020 · 4.0

B.A. in Biology & Chinese Studies

University of West Virginia · Morgantown, WV · 2018

SKILLS

Design: Visual Design, Web Design, Mobile Design, Interactive Design, Prototyping, Wireframing, User Research, Animation, Design Systems, Asset Management, SAFe Agile

Tools: Adobe Suite, Figma, MidJourney, ClickUp, Atlassian Suite, Google Suite, Content Management Systems