

Danny Setiawan

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SUMMARY

User experience professional with management and art direction expertise. Well-versed in both visual and interaction design with a solid understanding in web development process. Focus on delivering effective user experience that meet business objectives and satisfy user needs.

Expertise includes:

- Art Direction
- Design Management
- Visual Design
- Interaction Design
- Prototyping
- Project Management
- Web development process

EXPERIENCES

Yahoo! Inc., Santa Monica, CA

2006 - 2009

Senior User Experience Designer for Yahoo! Finance

- Redesigned key offerings of Yahoo! Finance, including its front page, to secure the position of the most trafficked financial site on the web according to Comscore with over 20M unique visitors per month. As of March 2009, Yahoo! Finance had over 50% more unique visitors than AOL Money, that was the second most trafficked financial site
- Collaborated with product managers, advertising solutions and editorial teams to translate business objectives into concrete products that meet users needs
- Designed how users interact Yahoo! Finance products by producing paper prototypes, wireframes, site maps and interactive on screen prototypes
- Led visual design exploration by creating visual mockups and conducting design reviews
- Participated in user research by soliciting input from participants and creating/updating prototypes or mockups
- Supported engineering and QA teams by providing guidance in the form of storyboards, visual design specifications and prototypes.

Imagine Media Works, Ardsley, NY

2003 - 2006

Creative Director

- Built an offshore creative team of 17 designers to support the rapid growth of Imagine Media Works which had multimillion dollars revenue within 2 years of its inception
- Interfaced with clients to gather project requirements
- Oversight in the production of marketing materials (i.e. banner ads, html newsletters, posters, PowerPoint presentations, handouts and micro sites)
- Maintained the flow of web site design processes with emphasis on search engine optimization and improving conversion rates
- Collaborated with developers in back-end and front-end integration
- Mentored designers through brainstorming sessions, regular team critiques and individual reviews
- Provided creative (style and user experience) directions for designers.
- Defined design methodology, visual and usability guidelines
- Produced project scope and schedule
- Oversaw Quality Assurance process

Milano The New School for Management and Urban Policy, New York, NY 2003

Web Site Production Coordinator

- Maintained Milano's web site by updating and adding contents to the existing pages
- Produced mini sites for events and programs within Milano

EDUCATION

M.F.A. - Design and Technology, Parsons the New School Of Design, New York, NY

B.A. - Graphic Design, University of Iowa, Iowa City, IA

SKILLS

Design Applications Adobe Flash, Adobe Dreamweaver, Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Adobe Fireworks, Adobe Flex, Omnigraffle, Microsoft Visio

Languages XHTML, XML, DHTML (Javascript and CSS), ActionScript, MXML, CFML (Coldfusion), Lingo, SQL, PHP.

Databases MySQL, Microsoft Access

AWARDS & RECOGNITIONS

- Contributed 2 design patents to Yahoo! UI patent library
- Best Hack at Yahoo! 2008 Hack Day