

# DARIAN GRANT

## UX DESIGNER

dariangrant@gmail.com | 604.442.8224 | www.dariangrant.com

## Work Experience

### USER EXPERIENCE RESEARCHER

OTHER.LY | SEPTEMBER 2016 - FEBRUARY 2017 (6 months)

- Worked intensely with stakeholders to determine business goals.
- Analyzed current site's metrics to determine areas of improvement.
- Conducted user research, through various methods, to define a new target audience.
- Conducted 1 on 1 usability tests on prototypes to validate and create new design choices.
- Created surveys and analyzed data from hundreds of participants around the world.
- Used my findings to empower the team to create one, unified vision of the product.
- Supported the team by creating prototypes and wireframes.
- Conducted A/B tests on branding and final styling/mockups.

### USER EXPERIENCE DESIGNER / RESEARCHER

VISION CRITICAL | AUGUST 2015 - AUGUST 2016 (1 year)

- Worked on a UX team of 7 to drive the future of their SaaS platform.
- Worked with stakeholders and clients to understand their needs and goals.
- Conducted user research, through various methods, to empower the UX team and our designs.
- Was lead UXD on the largest team, responsible for all designs for that section of the platform.
- Delivered wireframes, sitemaps, prototypes, and design documentation to the dev team to easily communicate what needed to be done.
- Presented new process proposals to the company that emphasized the importance of collecting more accurate feedback and better user research.

### USER EXPERIENCE DESIGNER

A THINKING APE | DECEMBER 2012 - JANUARY 2015 (2 years)

- Lead UX Designer on 3 existing projects.
- Analyzed user metrics every day to justify design decisions for new additions.
- Conducted user research and usability tests as support for several other projects at various stages in their production cycles, including paper prototypes, then reiterated designs.
- Created wireframes and design documents, then communicated them to the team.
- Managed a full team, including copywriters, programmers, artists and the support team.

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## USER EXPERIENCE DESIGNER

ELECTRONIC ARTS | JANUARY 2009 - NOVEMBER 2012 (3 years)

- Worked on 5 multinational titles over 3 years on console, mobile and web.
- Created paper prototypes, med-fi prototypes, user personas, user scenarios and task cases for all of our projects.
- Justified design choices with data collected from usability tests throughout every stage of development.
- Created filter surveys to gather participants for more in-depth user research.
- Ran group test sessions for our games at different stages of development.
- Conducted 1 on 1 usability tests on various prototypes early on in the development cycle.
- Communicated designs to the team through detailed design documents and feature briefs.

## Education

### BSc. USER INTERACTION DESIGN

SIMON FRASER UNIVERSITY | GRADUATED DECEMBER 2008

- Studied how to design based off of the needs and feedback from our target audience and end users.
- Studied how to properly research and design for the target audience, including focus groups, surveys, creating personas, cultural probes, research interviews, scenarios, and storyboards.
- Studied various methods of conducting user testing sessions.
- Designed a wide variety of projects ranging from complex web sites, to in-depth video games, to designing and creating physical handheld devices.

## More

### SKILLS AND INTERESTS

Experienced with the Agile process and sprint planning.  
Strong leadership and presentation skills.  
Fluent in English and French.  
Learning Spanish and Swedish.  
Constantly reading research on human behaviour.  
Love gaming, and sports.  
Constantly working on personal side projects, mainly for fun.

### TOOLS

Sketch	Morae
Balsamiq	Lookback
Invision	Pendo
Flinto	GA
Visio	Hotjar
Photoshop	
InDesign	

REFERENCES AVAILABLE UPON REQUEST