



Daniel B. DiCiuccio (di-soo-she-oh)  
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## **Dedicated Designer**

**7-Plus Years of Demonstrated Experience in Applying User Experience & Visual Design Practices to Support Organization-Wide Marketing & Customer Service Initiatives with Top-Notch Expertise in Creating Powerful Digital Solutions**

### **EDUCATION**

**Scaled Agile Academy, Grand Rapids, MI**  
SAFe Agilist Certified Consultant, 2016

**Kendall College of Art and Design, Grand Rapids, MI**  
Bachelor of Fine Arts in Graphic Design, 2009

### **PROFESSIONAL PROFILE**

- Well-versed in user experience design processes, with hands-on understanding of user research, testing, architecture, wireframing, prototyping and visual language
- Empathetic design approach for creative concepts that clearly and effectively communicate to audiences
- Lifelong student with interest in user centered design, and creating frameworks for outstanding user experiences

### **EXPERTISE**

Design – Sketch; Zeplin; Affinity: Designer, Photo; Adobe CC: Illustrator, Photoshop, InDesign, After Effects  
Prototyping – Principle, [proto.io](http://proto.io), Framer Studio, InVision, Keynote  
Code – HTML5/CSS3

### **PROFESSIONAL EXPERIENCE**

**Universal Mind, Grand Rapids, MI** April 2015 - Present  
*UX Designer*

- Lead Feature Team UX within SAFe (Scaled Agile for Enterprise) construct
- Organize heuristic evaluations and actionable measures for products
- Form methodology and moderate user testing & interviews
- Validate design with wireframes and prototypes of various fidelity
- Design style guides and visual languages for native and web user interfaces

**Tiger Studio Design, Grand Rapids, MI** July 2014 - April 2015  
*Visual & Interaction Designer*

- Design human centered experiences that align with business needs
- Craft software, websites, and GUI interfaces with usability and visual impression
- Direct marketing and branding materials for start-ups and large corporations

**Modustri/AGENT X, Grand Rapids, MI** July 2013 - July 2014  
*Designer*

- Provide UX/UI for a comprehensive measurement and data collection hardware & software product
- Establish brand identity; maintain integrity and consistency across multiple platforms
- Management and design of marketing collateral including website, trade show signage and print materials

**Designvox, Grand Rapids, MI** November 2012 - April 2013  
*Designer*

- Supported development of responsive web design workflow for improved communication amongst team
- Coproduced a variety of print design materials that reduced production costs with maximum efficiency

**Michigan Industrial Tools, Grand Rapids, MI**

August 2009 - November 2012

*Junior Graphic Designer*

- Established all elements of package design; developed and maintained consistency of brand identities
- Managed photography for retail displays, catalogs, website and packaging; collaborated with online manager to accomplish 15% per month average internet sales growth rate

**Amway Corporation, Grand Rapids, MI**

May 2008 - June 2009

*Graphic Design Internship*

- Part of corporate IT (Information Technology) team; assembled business flow charts for internal communications
- Developed user interface and identity for corporate asset management software

**AFFILIATIONS & ACKNOWLEDGMENT**

Creative Mornings Volunteer, 2015 - Present • IxDA Grand Rapids, 2013 - Present • Professional AIGA, 2010 - Present  
SAFe Must Read Blog List - Use Prototyping to Maximize UX Efficiency in SAFe, 2016  
Inhouse Ad Award, Michigan Industrial Tools, 2010 • Addy Award, AAF West Michigan, 2009  
Design Book, Herman Miller, 2009 • Kendall College of Art and Design Deans List, 2009  
Winner of Herman Miller contest, Showcase at Neocon World Trade Fair, 2009