

Dan Hanasono

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Projects

Thrive Market Feature

Mobile app

Salad Days

Mobile app

Education

University of California, San Diego

Bachelor of Arts in Psychology

Recognition

AIGA LA Portfolio Reviewer 2013-15

AIGA LA Finalist Pixels of Fury, 2013

Presenter Mobile UX Design, 2012

Additional Information

Product School

Certificate, Software Product Management (SPM)®

UCLA Extension

UX Design, HTML5 & CSS3, JQuery, and PHP/MySQL

LMU Extension

Certificate, Public Relations

Platt College

Diploma, Print Production

Languages

HTML5, CSS3, light JS & PHP, CSS pre-processors like SASS, SCSS, Bootstrap, light Node.js and Sage, Gulp

Noteworthy Skills

Sketch, Marvel App, Invision, Principle, Trello, Waffle.io, Slack, Git, Adobe CC, Mailchimp, Sublime Text, Terminal, SVG use in web

Interests

Accessibility, Food Trucks, Biking (100 mile L.A. River Ride in June)

Experience

Looking

El Segundo, CA | 10.2012 to 02.2017

Designer

- Managed a cross-functional team of four engineers and two designers, splitting design and dev as a practice.
- Implemented tech tools for project management like Trello, backlog ticketing like Waffle.io, design like Sketch, prototyping like Marvel, and communication like Slack to increase web project volume by 195% year over year.
- Designed and coded a model, view, controller website responsible for 70% lease-through from 0% in a year.
- Focused on client-retention, overseeing projects from proposal through deployment with four new major clients.
- Increased business value of the web team, increasing billables from 15% to 29% of total revenue for the studio.
- Designed and launched a website to end gun violence with AIGA NY, resulting in the design of 61 awareness posters from studios around the U.S.
- Introduced Github, UX design, accessibility, responsive frameworks and high-speed internet infrastructure to the studio.

AIGA Los Angeles Chapter

Los Angeles, CA | 06.2012 to 06.2013

Board Member, Communication Co-Chair

- Segmented member communication, degrading a redundant Tumblr, promoting Facebook to student groups, and Twitter to younger professionals, eBlasts for working professionals, and printed communications for big events.
- Rolled out social media initiatives for members: live-tweets at events, Twitter AMA sessions, and Instagram.
- Managed internal and external chapter GTM plan during launch of a new Wordpress CMS for all 68 local chapters.
- Produced a sold-out, profitable talk at the A+D Museum "Masterlock & The Battle Against Myopia"

YIKRZ

Playa del Rey, CA | 01.2011 to 12.2012

Owner

- Developed a marketing website and designed an email campaign leading to 100% sell-out in a single day of Sovereign, a 202-unit condominium.
- Created the "Salad Days" mobile app UX project, building personas, conducting ux research, and building an MVP.
- Built a responsive single-scroll portfolio page using parallax and custom webfont symbols.

Vancouver Farmers Market

Vancouver, British Columbia | 08.2009 to 02.2010

Volunteer Coordinator

- Promoted from bike valet volunteer to first paid volunteer coordinator position, overseeing volunteer operations and recruitment for five separately located markets.
- Staffed a team of 16 volunteers to allow the non-profit to host their first fundraiser gala event in a 14 year existence.
- Design and built a volunteer blog, increasing volunteerism by 30+ members and exposure to over 375 users.

Leading Brands of Canada, Inc.

Vancouver, British Columbia | 10.2006 to 04.2009

Graphic Designer

- Hosted the Dragon's Den promoting Stoked Energy Drink with Canada's Call of Duty team, Team Evil Genius, at the World Cyber Games in Seattle.
- Spearheaded a SEO ranking campaign of "blueberry drink" for the company's product, pushing keywords as the top result without advertisement.
- Managed packaging, pop, and promotional designs for eight brands, including four product websites and the corporate site.

Bonzolio

Oceanside, CA | 09.2002 to 08.2006

Design Big Wheel

- Managed a team of four web devs, designing and deploying twelve websites in a six month period.
- Built a custom CRM, automating processes down the funnel such as client retention and reorder.