

Daniel Cubas - UX/UI Designer

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Experienced UX/UI Designer with a passion for crafting visually appealing, intuitive, and user-friendly designs. Skilled in collaborating with cross-functional teams to deliver exceptional user experiences across various platforms. Proficient in user research, wireframing, prototyping, and iterative design processes.

EXPERIENCE

UX/UI Designer

June 2022 - Present

Delta Airlines | Atlanta, Georgia (Hybrid)

- Led UX/UI enhancements for Delta.com by collaborating with product management and engineering teams, resulting in an improved user experience and visual design.
- Translated complex product requirements into intuitive mockups, user flows, wireframes, and prototypes, enhancing digital product usability.
- Delivered high-fidelity, interactive visual designs for web, mobile, and in-flight applications, elevating the overall digital experience.
- Leveraged user research and customer feedback to inform design decisions, ensuring designs met the needs of a diverse user base.
- Partnered with engineers and QA teams to ensure designs were technically feasible and aligned with customer and marketing partner needs.
- Conducted thorough design reviews to ensure consistent and seamless integration across all user touchpoints for a cohesive experience.

UX/UI Designer

May 2020 - Present

Freelance | Atlanta, Georgia

- Collaborated with local businesses to design and develop custom websites tailored to their specific needs and brand identity.
- Conducted user research to understand client goals and target audiences, ensuring website designs aligned with user expectations and business objectives.
- Designed wireframes, prototypes, and high-fidelity layouts to optimize user experience, while implementing responsive web design for seamless functionality across all devices.
- Collaborated with clients throughout the design process, iterating on feedback and managing development to deliver websites that enhanced user engagement, and business visibility.

UX/UI Designer

December 2021 - June 2022

Moment Studio | Miami, FL (Remote)

- Collaborated with a team in executing the end-to-end design process, including ideation, wireframing, interactive prototypes, style guides, mockups, and developer handoff for responsive web and mobile applications.
- Applied Agile methodology to UX design projects, optimizing responsive web design, mobile app interfaces, and comprehensive project designs.
- Collaborated with stakeholders to define product experiences, align with business needs, and translate user requirements into practical design solutions.
- Presented findings from user research, surveys, and design iterations to internal stakeholders, effectively communicating design concepts to engineering teams for implementation.

Director of Bands

August 2018 - June 2022

Gwinnett County Public Schools | Lawrenceville, GA

- Designed and developed a band program website to improve communication and engagement among students, parents, and faculty, creating better-informed stakeholders and optimized workflows.
- Used creative thinking, collaboration, and problem-solving with co-workers and leadership teams to improve the program and for users with the use of teaching pedagogy, learning science, and educational technology.
- Created and delivered curricula for marching band, concert band, and music technology classes, fostering a stimulating learning environment.

Tuscaloosa County Public Schools | Tuscaloosa, AL

- Revamped program branding and website to improve user experience and align with the program's vision.
- Set strategic goals and implemented curriculum enhancements, driving program growth and development.
- Co-led marching band and concert band programs, promoting a positive and engaging learning environment for students.

EDUCATION AND CERTIFICATION

Avocademy | UX/UI Certificate

Microsoft Reach | Design Mentoring Program

Reinhardt University | Bachelors of Arts in Music Education - *Cum Laude*

SKILLS

User Experience (UX) | User-centered Design | User Research | Design Thinking | Wireframing | Prototyping | Usability Testing | Mobile Design | Responsive Web Design | Interaction Design | Visual Design | Design Strategy | Design Systems | Digital Designs | User Journeys | User Flows | Color Theory | Human-Computer Interaction | Mobile Applications | HTML | CSS

TOOLS

Figma | Framer | Adobe Experience Manager (AEM) | InVision | Zeplin | Miro | Agile | Jira | Canva | Microsoft Office | G-Suite | Adobe Creative Suite | Logic Pro | Final Cut Pro