

**IDEO & Acumen+** *Design Thinking Certification - 2771-1553124*

**Interaction Design Foundation***Augmented and Virtual Reality Design - 35416*

**Nielsen Norman Group***UX Certification (5 courses, IxD track) - 1023845*

PUBLICATIONS

+

14 in total. Full list on my website.

CERTIFICATIONS

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6 in total. Full list on LinkedIn.

EXPERTISE AREAS

SKILLS

WORK EXPERIENCE

BASICS

The HCI program prepared me to ideate, design, implement, and evaluate computer-based technologies so they are useful and usable for end users. This interdisciplinary degree integrates concepts and methods from computer science, graphic design and the social sciences.

EDUCATION

My focus within my English major was creative & argumentative writing while my focus within my Political Science major was international relations and public policy. Both prepared me to effectively craft and evaluate arguments, a skill that has been both generally useful and directly applicable to making difficult choices when designing digital and non-digital experiences.

A program for those with existing experience working in an information design field, the IDS program helped further my career as an Experience Designer through a broad set of classes focused on translating information and data into meaningful visual forms, narratives and interfaces.

M.S. INFORMATION DESIGN & STRATEGY – (3.98 GPA)

M.S. HUMAN-COMPUTER INTERACTION – (3.88 GPA)

B.A. ENGLISH & B.A. POLITICAL SCIENCE – (3.94 GPA)

12-201812-2015

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**NORTHWESTERN UNIVERSITY**

**DEPAUL UNIVERSITY**

**UNIVERSITY OF FLORIDA**

SENIOR UX DESIGNER – SLALOM – (08-17 – now)

Collaborated with clients on a contract basis, providing full-cycle UX solutions. Projects include: a UX assessment and redesign of the world’s #1 language learning SaaS company: Duolingo. A major reworking of the interaction design for WEPA’s cloud printing kiosk and a redesign of their marketing site. A UX assessment and redesign of ComEd’s utility billing interface.

UX DESIGNER - FREELANCE

UX DESIGNER – PIXABLE (contractor)

At Slalom, a business and technology consultancy, I lead experience design engagements to solve a wide variety of business problems across many industries. My client projects include work for: Allstate, Nike, Kraft Heinz, Sears, Blue Cross Blue Shield, US Foods, Walgreens, and many others. Case study examples available in my portfolio.

UX DESIGNER – SLALOM –(06-15 – 08-17)

**UX Magazine**[*Constraint-Drive Innovation*](https://uxmag.com/articles/constraint-driven-innovation)

**MIT CSAIL***UX Design for HCI – 1519140019*

05-201208-2008

NOW06-2015

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As one of four on the UX team, I helped Pixable, a tech startup competitor to Buzzfeed, through a range of design challenges during series A funding. Notably, I helped reimagine Pixable’s core functionality when a dependency on Facebook’s data sharing was about to be eliminated. Through an iterative design thinking process of learning, creating, and testing, I helped raise the app open rate (AOR) by 13%, daily active users (DAU) by 6%, and retention rate by 15%.

**UXmatters**[*XR Design: Imagination, Immersion, and Presence*](https://www.uxmatters.com/mt/archives/2018/06/xr-design-imagination-immersion-and-presence.php)

**Boxes and Arrows**[*Second-hand UX: The Social Implications of Tangible Tech*](http://boxesandarrows.com/second-hand-ux/)

**UX Magazine**[*Digital Power Structures: The Whispered Secret of UX*](https://uxmag.com/articles/digital-power-structures-the-whispered-secret-of-ux)

08-201401-2012

12-201404-2014

03-201506-2013

DASHIEL NEIMARK

Interactive Prototypes

Wireframes

Sketches

Whiteboard Ideation

High Fidelity Mockups

Pattern Libraries

Style Guides

Task Analysis

Red Routes

User Flow Diagrams Diagrams Diagra,m

Sitemaps

Heuristic Evaluations

Journeymaps

Service Blueprints

Interviews

Surveys

Focus Groups

Contextual Inquiry

A/B Testing

Competitive Analysis

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UI

Design

UX

Research

UX

Design

dash@alum.northwestern.edu

EXPERIENCE DESIGNER

Chicago, IL.

Website

www.imakestuff.online

Phone

312-478-7147

Location

Email