

Daniel J. Baek

Results-driven Product Designer with a focus on data-informed decisions, cross-functional collaboration, and delivering intuitive, high-impact user experiences.

Experience

Intuit - Senior Product Designer

San Diego, CA

Aug 23' - Present

Customer Information Management Experience (CIMx)

- Spearheaded collaborative design efforts with TurboTax and QuickBooks experts, revolutionizing the Expert Portal's information gathering process.
- Conducted extensive user research, prototyped AI-integrated workflows, and crafted feature visualization videos to elevate the user experience.
- Worked closely with data analysts to ensure AI solutions were grounded in user behavior and aligned with business outcomes.
- Achieved 46.1 minutes saved (23% overall reduction) across TurboTax, QuickBooks and BizTax, delivering \$3.54M in actual cost savings.

Amazon - User Experience Designer

San Diego, CA

Nov 22' - June 23'

Digital Evidence Archive (DEA)

- Orchestrated end-to-end development of the open-source Digital Evidence Archive for global police agencies, focusing on user-centered design.
- Crafted wireframes, accessibility annotations, research artifacts, personas, and journey maps to ensure a user-friendly product tailored to law enforcement personnel.
- Facilitated productive collaboration with cross-functional teams, ensuring successful delivery and adoption of the product.
- Validated design artifacts through close engagement with experts, ensuring an optimal user experience aligned with research, design, and accessibility best practices.
- Developed a project roadmap detailing review dates, deliverables, resources, and deadlines to ensure efficient progress. Additionally, crafted an overview document communicating the project's purpose and direction, providing stakeholders with a clear understanding of objectives and progress.

Deloitte Digital - User Experience Designer

Arlington, VA

Feb 20' - Oct 22'

- Led cross-functional UX design projects, applying user-centered design principles to elevate user experiences.
- Conducted comprehensive user research, usability testing, and iterative design improvements to streamline processes and create brand identities.
- Successfully mitigated pain points, simplified complex user flows, and enhanced operational efficiency across various projects.
- Contributed to increased user engagement and brand recognition through the delivery of innovative and user-centric design solutions.

Contact

 [Design Portfolio](#)

 [Email](#)

 [LinkedIn](#)

 San Diego, CA

Skills

Design

User Research
Wireframing
Advanced Prototyping
Video Product Storytelling
AI Scripting
Design strategy

Software

Figma
Notebook LLM
V0.dev
HTML
CSS
Javascript

Education

Virginia Tech

Degree: Bachelor of Science

Major: Information Tech

Honors: Summa Cum Laude

NNG UX Certification

Specialization: UX Research

Date Issued: 05/01/2022

Hobbies

 Golfing

 Camping / Hiking