

Dongyeon (Daniel) Seo

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PROFESSIONAL EXPERIENCE

Dell Technologies, Austin TX

Aug 2021 - Current

User Interface Engineer 2 (Mar 2023 – Current)

- Delivered a complete Premier homepage redesign in just 4 months, directly contributing to +9.9% gain in average order value and +7.1% rise in revenue per visit.
- Owned the redesign of the Dell Premier landing page from research through final design, driving measurable business outcomes: +2.8x increase in new account submissions and +19% lift in sign-ins.
- Drove 500x more B2B engagement by leading Premier sign-in nudge initiative and design strategy.
- Established and rolled out a standardized, global accessibility process that was adopted across the entire design organization.

Analyst, Aug 2021– Mar 2023

- Designed an inventory management tool valued at \$900M that streamlined the management of on-hand inventories by incorporating data visualization and reporting features.
 - Facilitated stakeholder workshops and alignments across four business units to ensure the successful rollout of the tool.
 - Conducted comprehensive user research and UAT testing (unmoderated and moderated) to optimize the product experience.
 - Led the effort to improve product accessibility for users with disabilities through extensive research.
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LEADERSHIP EXPERIENCE

ShelterTech, Remote

Jan 2022 - Sept 2023

Volunteer Accessibility Product Design Lead

- Developed a foundational, step-by-step testing guide that enabled the team to independently test and implement accessible standards.
- Conducted detailed accessibility assessments for ShelterTech.org and SFServiceGuide.org, identifying respective 37% and 24% failure rates against WCAG 2.1 standards, and provided actionable recommendations, ensuring inclusivity for all users on both platforms.
- Engaged in weekly executive meetings, contributing insights to drive the organization's success.
- Designed a resource portal for UCSF clinicians to efficiently connect homeless individuals with needed resources, providing clinicians with actionable information to guide patients on next steps.

Toastmasters International, Remote

Feb 2020 - Sept 2024

Sunrise Toastmasters Club (President, VP of Membership, VP of Education, Secretary)

- Spearheaded club operations as President, directing all administrative functions and implementing key retention strategies that increased active membership and meeting attendance.
 - Directed all membership recruitment and onboarding operations as VP of Membership.
 - Ensured seamless team communication and decision-making continuity by consistently documenting and distributing precise meeting minutes and records.
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CERTIFICATION

CPACC, IAAP

Aug 2023

Trusted Tester V5, U.S. Department of Homeland Security

Feb 2023

AWARDS

President's Award, Dell Technologies

Dec 2024

Game Changer Award, Dell Technologies

Nov 2024

Communication and Leadership Award, Toastmasters International

Feb 2023

1st Place iSchool Alumni Network Challenge Award, UMD

Apr 2021