

Daniel Palatnik

see my portfolio at danielpalatnik.com

UX/UI & Visual Design | Nyc

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Technical Proficiencies

Adobe Creative + Visual Design
UI/UX for multiple platforms
Usability testing, interviewing
Illustration + Digital Painting

Front-end coding (HTML, CSS, Javascript/ JQuery)
Responsive Design
Product Design
Photography, Motion Graphics and Animation

Work Experience

OpenEntry

www.openentry.com

Lead Product Designer

Feb '15 - present

NYC/ Washington DC

- Fully redesigned company's brand – typography, colors, fonts, illustration and photography styles, etc;
- Planned, redesigned from scratch (architecture and visuals) and coded all the main pages from e-commerce platform;
- Provided remote training and coordinated design team abroad, beside assisting the selection of new designers;
- Laid out strategy for user engagement and UX research in the coming months.

InRhythm

www.inrhythm.com

Ux Designer

Apr '14 – Feb'15

NYC

- Planned, designed and coded company's website and blog;
- Generated site maps, paper prototypes, wireframes, interactive high fidelity mockups;
- Created numerous graphics, including sales brochures, various one pagers and infographics;
- Conducted research and extensive testing on the created platforms.

The Guggenheim Museum

www.guggenheim.org

Intern at the museum's Interactive Dept.

Jan '14 – Apr -14

NYC

- Coordinated user research for the renewal of the Museum's homepage;
- Prepared content related to current and past exhibitions;
- Adapted parts of the website's front end code;
- Created graphics and slideshows for exhibition pages and blog posts.

Diboo

www.diboo.com.br

At Descomplica

UX/UI, Visual and Product Designer;

Jun '13 – May '14

Rio de Janeiro

- Developed the whole website structure, wireframes, features and visual identity;
- Created all website's pages layout, navigation and front-end code;
- Performed usability tests and interviews;
- Created of campaigns and graphic material for social media;
- Assisted the recruitment and training of design interns.

Inoviva (virtual healthcare platform)

Front-end development; UX/UI Design

Dec '13

San Francisco (remote)

- Developed the page's Bootstrap based layout (html, css, jquery);
- UI/ UX of the product's landing page, through wireframes, low fidelity and interactive prototypes;
- Development of visual identity.

Fork the Law (platform for civic engagement)

UX/UI and Visual Designer

Mar '13

San Francisco

- Created wireframes and navigation flow charts, as well as low fidelity mockups;
- Benchmarking;
- Developed the system's visual identity;

Servistos (virtual marketplace)

Founder, project manager, Lead Designer

Feb '11 - Dec '12

Rio de Janeiro

- Desk and field research, which led to the network's structure and key features;
- Developed low and high fidelity mockups, including wireframes and paper prototypes, performed usability tests;
- Developed business model; Created visual identity and layout;
- Recruited developers, marketing specialist and designer.

Frugar Social Network

Kleintech
Intern

Dec '10 - Jul '11

Rio de Janeiro

- Performed UX/UI evaluation (interviews and usability tests, creating personas);
- Created interface mockups and marketing collateral;
- Research engagement strategies with users

NIMA (Nucleus for Environmental Affairs AT PUC-Rio)

UI/UX and visual designer

Feb - Aug '09

Rio de Janeiro

Other Experience

'Não Deixe a Julia ir Embora' (feature length animation)

Zeugma Productions/ RT Features
Project manager / Lead animator

Jun '11 - Dec '12

Rio de Janeiro

- Developed visual language for animation;
- Recruited and trained thirteen designers to integrate animation team - developed an entire workflow methodology;
- Drew, colored, composed and edited most of movie's scenes.

PUC-Rio

at Santos Anjos Parish
Voluntary Informatics Teacher, for children, adults and elders

Feb - Nov '07

Rio de Janeiro

Achievements and publications

(Belo Horizonte, Brazil - Sep '12) - Presented lecture and published article during the 4th Conference of Design as a Process.

(Rio de Janeiro, Brazil - 2011) - Won contest organized by Rio de Janeiro's State Secretariat of Culture to develop business plan for a social media monitoring system through local startup incubation initiative.

(Shanghai, China - Jul '10) - Selected for Santander's TOP China program, to debate sustainable development at Shanghai Jiao Tong University.

Education and other certifications

PUC Rio – Bachelor of Design, Digital Media Design 2011

PUC Rio - Certificate "Screenwriting for cinema, TV and new media" (Feb '10 to Aug '11)

Languages

Fluent Portuguese and English; Basic Spanish and French