

Daniel Alcala

Senior Interface and Experience Designer
Brooklyn, NY

Summary

Experienced Senior UX/UI Designer with 7+ years of experience in crafting intuitive and visually appealing digital user experiences. Proven track record of collaborating cross-functionally to deliver high-impact projects that meet business objectives and exceed user expectations. Worked in a wide range of industries and companies, from series A startups as the sole designer to leading strategic cross-team initiatives within large global corporations as a member of an extensive in-house design team. Driven to solve problems and design visually appealing interfaces that drive business goals and delight users.

Experience

GeneDx (formerly Sema4) Senior UI Designer

07/2019 – Current

- Produced research-driven design solutions that increased user engagement, conversion rates, and supported Sema4's growth from startup to publicly traded, profitable company.
- Conducted user research, including surveys, interviews, competitive analyses, and usability tests to gather insights, validate assumptions and inform design decisions.
- Planned and participated in cross-functional Agile teams, contributing to workshops, live demos, sprint planning, backlog updates, and design reviews.
- Worked closely with project managers and developers to ensure successful implementation of designs.
- Collaborated closely with product managers, copywriters, marketing, engineering leaders, and stakeholders to define project scope, requirements, and timelines and influence product roadmap and strategy.
- Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts, handoff to developers, and iterate based on feedback.
- Established and maintained a design system from the ground up to ensure consistency and structure across the GeneDx product ecosystem.
- Provided mentorship and guidance to junior designers, fostering a culture of continuous learning and professional growth.

Ticketmaster Product UX/UI Designer

05/2017 – 06/2019

- Designed innovative and visually appealing user interfaces for Ticketmaster and Live Nation web and mobile applications.
- Collaborated with cross-functional teams (product, engineering, marketing) to deliver wireframes, prototypes, and final user-centric design solutions.
- Implemented responsive design principles to ensure seamless user experiences across various devices and screen sizes for the season ticket renewal program and 3D Virtual Venue technology integration.

Contact

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Skills

Interface Design (UI)
Interaction Design (UX)
User Experience Design (UED)
User Research (UXR)
Information Architecture
Prototyping & Wireframing
Usability Testing
Responsive & Mobile Design
Agile Methodologies
Artificial Intelligence (AI)
Visual Design
Design Systems
Usability Testing
Software (Figma, Framer, Sketch, Adobe Creative)

Education

Northeastern University
BS in Graphic Design
Boston, MA

General Assembly
User Experience Design
New York, NY

Certifications

Nielsen Norman Group UX
Conference Workshop 2019
New York, NY

Ticketmaster (continued)

- Conducted user research to gather insights and understand user needs and pain points.
- Developed high-fidelity prototypes to validate design concepts with stakeholders and end-users.
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- Developed high-fidelity prototypes to validate design concepts with stakeholders and end-users.
- Contributed to the development and updates of a cohesive brand identity and design language.

Meredith Corporation Freelance Designer

04/2017 – 05/2017

- Designed digital social and marketing experiences for AMC shows *Better Call Saul*, *The Walking Dead*, *The Son*, and *Into the Badlands*.

Ogilvy & Mather Freelance Designer

03/2017 – 04/2017

- Created slideshow presentations, branding materials, visuals, and infographics for top-tier clients including *American Express*, *Corona*, *Modelo*, and *Pacifico*.
- Worked closely with marketing teams to create cohesive branding assets and maintain brand consistency across platforms.

The 8 App Senior Designer

01/2016 – 03/2017

- Conceptualized and created designs for brand identity, marketing materials, client presentations, and investor pitches.
- Oversaw a team junior designers and interns, ensuring consistent implementation of brand design standards.

Disney (formerly 20th Century Fox) Freelance Designer

06/2015 – 12/2015

- Produced various digital web advertisements for Fox television programs *American Idol* and *Grease the Live Musical*.

VaynerMedia Designer

04/2014 – 05/2015

- Developed, designed, and launched innovative social media campaign strategies for various notable brands, including *Spotify*, *History Channel*, *Sour Patch Kids*, *Chips Ahoy*, *Ritz*, *Dentyne*, *Trident*, *Stride*, *Halls*, and *Nilla*.

LearnBop Art Director

05/2011 – 04/2014

- Implemented and developed design standards and entire creative direction. Consisting of logos, icons, website layouts and prototypes, landing pages, style guides, HTML5 animations, video tutorials, infographics, and various print media.
- Met with teachers to get feedback and improve UX and improve navigation, ease of use, and impact of students learning experience.