

DANIEL SUTTON

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PROFESSIONAL SUMMARY

Highly-adaptable and detail-oriented user experience designer with strong collaboration and design skills. Creatively-driven and results-oriented, I am happiest when I can take a project from conception to completion while working collaboratively with my peers to constantly innovate and improve an experience.

WORK EXPERIENCE

Senior UX Designer, Ally September 2021 - Current

- Lead the design of the Ally Auto application and work with the product owner and development team to ensure that business needs are met and users are able to quickly and efficiently complete the tasks they've come into the app to do.
- Mentor less experienced designers in best practices, design technique and the development of soft skills. This includes working with teammates on the app and the web teams to make sure that they have what they need to be successful during every step of a project while still progressing forward through the UX process according to the determined timeline.

UX Designer, Ally June 2019 - August 2021

- Served as the user experience designer focused on accounts and Savings Toolkit for the Ally Bank app where I introduced new features and made enhancements to the app based on customer feedback and business needs leading to a significant reduction in negative voice of customer and increases in deposits.
- Worked collaboratively in an agile environment, partnering with product owners, tech leads, developers and testers to complete work efficiently and effectively.
- Completed a 6-month rotation at TM Studio. Conducted research, created and tested prototypes and helped create Spending Buckets and other proposed features to enhance Ally's checking account. My time at the Studio culminated in a presentation to Ally leadership and the Ally board of directors.

Design Manager, Charlotte Center City Partners January 2017 - June 2019

- Led the visual style of the organization through my work with different business units to ensure that all needs were met. This included the creation of websites, marketing collateral, reports, presentations, digital and social graphics, advertisements and infographics.
- Created and managed relationships with freelance and contract designers, photographers and videographers so their skills could be used as tools for the organization.

Graphic Designer, Charlotte Regional Visitors Authority May 2013 - December 2016

Graphic Designer, Queens University of Charlotte September 2009 - May 2013

EDUCATION

University of South Carolina at Columbia B.A. in Visual Communications

Queens University of Charlotte M.A. in Communications

ADDITIONAL SKILLS

Proficiency with Sketch, Invision, Adobe Creative Suite and Microsoft Office Suite

Management experience gained through the management of contractors and interns

Strong interpersonal and communication skills

Creative and art direction experience including giving specific and actionable feedback to designers

Strong research and reporting ability

Spanish language skills