

Danial Tahir

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EDUCATION

San Jose State University

B.S. Business Administration: Management Information Systems

Cumulative GPA: 4.0

President's Scholar and Dean's List: Fall 2022-Present

San Jose, CA

Graduation: May 2026

Technical Skills

Proficient in: Figma, Visual Design, User Research, Prototyping, Design Systems, Usability Testing, Wireframing, User-Centric Design, Data Analysis, Photoshop, Illustrator, Python, Business Strategy, Microsoft Office, Google Workspace

Languages: English, Urdu

PERSONAL PROJECTS

Spartan Connections

June 2024 - July 2024

- Designed a mobile app for university students based on theoretical AI algorithm and to match with career mentors
- Surveyed 48 students and led 4 rounds of design, testing and iteration with 25 sample users resulting in 100% of users expressing interest in using the app
- Integrated Google Calendar API to effortlessly sync events created in the app to fit with each user's personal schedule

Taste Good Beijing

June 2024 - July 2024

- Collaborated with an engineer to create an end to end web app in Figma for a restaurant business to boost user traffic and increase sales through 3 rounds of sketching, interface design, user testing and prototyping
- Achieved a 50% growth in user satisfaction with both the web and mobile versions through feedback based redesigns
- Conducted A/B testing with 8 sample users to reduce time spent on essential task completion by 1.4 seconds on average

Pokemon Website Redesign

Jan 2024 – Feb 2024

- Amplified user engagement through improved time spent on site by 2.4 seconds through various calls to action and refined content clarity
- Evaluated current branding and company performance to craft an effective redesign that emphasized company priorities and directed 100% of sample customers towards engaging with brand new product purchasing prompts

The AM Craft Mobile App

Dec 2023 - Jan 2024

- Created a B2C mobile app with a scalable design system for a local cafe to increase revenue through e-commerce
- Conducted A/B testing with 25 users to apply human-centric, interactive features that increased user engagement by 52%
- Conducted UX research to engage in 3 rounds of wireframing, usability testing, prototyping and testing to enhance user experience through stronger design hierarchy and simplified user flows

EXPERIENCE

UX/UI Association

San Jose, CA

Pickleball Instructor

August 2024 – Present

- Collaborated with a team of designers and engineers to complete mobile and web applications based on user research
- Implemented user feedback from 15 sample users to improve user satisfaction by 30% on average

City of Fremont

Fremont, CA

Pickleball Instructor

June 2024 – Present

- Led personalized instruction for private and public classes based on individual performance for over 100 students
- Collaborated with city staff to increase program participation by 200%