



DANIEL PANDO

Senior UX/Product Designer

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407-579-2201

New York City

Innovative and detail-oriented UX/Product Designer with more than a decade of experience, crafting user-centric designs. My background includes significant roles in both academic and commercial settings, where I successfully collaborated with cross-functional teams to enhance product usability and aesthetic appeal.

Skills

- User Experience Design
- Video Production
- Photography
- Motion Graphics
- 3D Rendering
- Figma
- Adobe Creative Suite
- Generative AI
- Creative Problem Solving
- Leadership
- Time Management
- Project Management

Employment History

Digital Media Specialist, Fairleigh Dickinson University, Hackensack, NJ

January 2019 – Present

- Led a transformative redesign of the university's IT website, acclaimed as one of the best in the academic sector for its robust functionality and modern aesthetic.
- Enriched website content, achieving a tenfold increase since launch.
- Produces high-quality videos for both internal and external audiences, enhancing the university's digital presence across various social platforms. These top-tier production standards elevated the university's brand in digital media.
- Maintains consistent branding across the IT department SaaS, ensuring a cohesive and professional image.
- Executed a major project to create a comprehensive, searchable cloud database of the university's entire video library, enhancing accessibility to faculty and staff.

Branding & Marketing Director, Múcaro Coffees, Miami, FL

October 2013 – Present

- Conceptualized and executed the complete brand image for Múcaro Coffees, establishing a distinctive identity in a competitive market.
- Creatively designed both retail and wholesale bag packaging, contributing to a cohesive and appealing product presentation.
- Developed and launched the e-commerce online store, enhancing the brand's digital footprint and customer reach.
- Responsible for the design of all print collateral, ensuring brand consistency and professional aesthetics across various media.

- Managed and grew the brand's presence on social media platforms, executing strategies that increased engagement and customer interaction.
- Provides strategic business consulting, advising on key decisions to align marketing efforts with the company's growth objectives.

Cofounder & Chief Design Officer, B • OUT, New York City

April 2013 – July 2020

- Pioneered the UX/UI design of both versions 1 and 2 of the app, a key factor in B • OUT being featured on Apple's first TV show, "Planet of the Apps."
- As a leader and visionary, I was responsible for hiring and guiding the entire B • OUT team, fostering a collaborative and innovative work environment.
- Played a crucial role in content creation, collaborating with world-renowned experts to produce original, engaging written and video content for the platform.
- Co-developed the business model, integrating strategic insights and creative approaches to position B • OUT as a prominent player in the LGBT social media landscape.

Multi-Disciplinary Digital Experience Designer, Freelance, Weehawken, NJ

January 2010 – Present

- Collaborated with **BORO Magazine**, contributing both photography and print design,
- Provided comprehensive social media and design services for prominent NYC real estate companies, including **BLU Realty Group** and **Douglas Elliman**. Designed detailed print collateral to support their marketing efforts.
- Undertook the redesign of the **Borough of Fort Lee's** website, modernizing their digital interface to enhance the communities user experience.

Education

Bachelors Degree, Full Sail University, Orlando, FL

May 2007 – June 2009

Graduated top of my class with a focus in Film/Cinema/Video Studies.

Links

www.danielpando.design

References

References available upon request

Languages

— English

— Spanish