

# DAYNA SAFFERSTEIN

## PRODUCT DESIGNER

dasafferstein@gmail.com | 914.815.5758

Brooklyn, NY | daynasafferstein.com

## SKILLS

### User Research

User Interviews  
Contextual Inquiry  
Usability Testing  
User Journeys | Personas  
Heuristic Evaluation  
Business Analysis  
Information Architecture

### Visual Design

UI Design  
Interaction Design  
Wireframing  
Prototyping  
Typography  
Android Material | HiG iOS  
Mobile Applications

### Design Tools

Figma  
Jira  
G Suite | MS Office  
Photoshop | Illustrator

## EDUCATION

### General Assembly

UX Design Immersive  
April 2019

### Code Academy

Build Website UIs  
June 2018

### The School of the Museum of Fine Arts, Boston

in partnership with  
**Tufts University**  
Bachelors of Fine Arts  
June 2013

## CHARLES SCHWAB CHARITABLE

### SENIOR MANAGER, USER EXPERIENCE DESIGNER

REMOTE | APRIL 2023 - PRESENT

- Lead designer on Granting, strategizing with product partners and stakeholders on ways to increase grants to charity and reduce manual grant processing, leading the product team through the design thinking process and taking designs from conception through research, approvals and dev implementation
- Worked with UX Catalyst, a team that pairs UX designers with people across the company who have big ideas but don't know how to see them to fruition. Partnered with Research and Development to explore how Decentralized Autonomous Organizations (DAOs) could benefit Schwab, building a presentation explaining DAOs in a simple and elegant way, and presenting in front of large groups of stakeholders companywide

### GRANTING: 2023 RESULTS

- **Increase granting:** Donor grants to charity exceeding \$5 billion in and donors surpassing 1 million individual grants to charity for the first time in Schwab Charitable's history, supporting more than 120,000 charities. The total amount granted represents an 8% increase, or nearly \$350 million more for charities compared to 2022
- **Reduce manual grant processing:** Decreased manual grant processing by 20% in comparison to 2022, while maintaining a CES score of 98

### SENIOR UX DESIGNER

REMOTE | JUNE 2021 - APRIL 2023

- Collaborated with UX, product, and engineering partners to fully understand the customer journey, potential gaps and opportunities
- Created accessible, responsive, and on-brand experiences
- Governed the experience throughout the development lifecycle to ensure integrity of the experience and usability

## CHARTER COMMUNICATIONS

### PRODUCT DESIGNER

DENVER, CO | APRIL 2020 - JUNE 2021

- Product designer for all revenue-generating experiences across Spectrum's customer account platforms
- Advocated for the user's needs while balancing the goals of the business
- Facilitated cross-functional collaboration with design, product, business, accessibility, and development teams
- Defined UX concepts through wireframes and produced on-system high fidelity UI designs
- Presented and communicated concepts and design rationale across the organization and leadership teams

### UI DESIGNER

DENVER, CO | AUGUST 2019 - APRIL 2020

- Created user centric designs within company's UI design system
- Collaborated with researchers, UX designers, accessibility architects, project/product managers and developers to produce dev ready mockups
- Rebranded Fortune 500 company's illustration style across the entirety of our platforms

## FREELANCE in UX, BRANDING & ILLUSTRATION

MAY 2013 - PRESENT

- Sole UX designer in a wide variety of industries from construction to tourism, charged with executing all aspects of UX process from creating and implementing UX Research plan to executing UX changes on website and building website UI from scratch