

Daniel Lioni

Portfolio daniellioni.com

Contact Information

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- 📍 Greater Toronto Area

Education

Sheridan College

Graduate Certificate, Digital Product Design, GPA 3.8
Sept 2023 to May 2024

Sheridan College

Advanced Diploma, Visual & Creative Arts, GPA 3.7
Sept 2020 to May 2023

Software Experience

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, Acrobat, Media Encoder, After Effects, Adobe XD)
- Figma Design & FigJam
- Webflow (I made my website with it!)
- Microsoft Office, Google Workspace
- Mural, Miro, ext
- Photography Experience

Professional Skills

- Design for print, digital, web, mobile, video, UI/UX
- Graphic Design & Illustration
- Video editing
- Working with style guides, brand identity, & design systems/libraries
- Communication
- Conducting interviews, surveys, user research/tests, usability testing/ design
- Working through the design process
- Quick to learn new software & skills
- Works well with critique, constructive feedback, & changes in direction

Relevant Work Experience

Teaching Assistant - Sheridan College

Sept 2022 - Jan 2023

- Assisted in the 3rd Year Design for Print class, providing extra guidance and clarifications during and after class.
- Offered individualized support to students, ensuring comprehension of lesson topics through one-on-one or group sessions.
- Collaborated with the instructor to enhance lesson effectiveness and address diverse learning needs.
- Provided general technical assistance to students facing challenges with typography, illustrations, Illustrator, Photoshop & InDesign.
- Ensured student's art books were properly prepared for printing.

Projects

Designer - zaynabed.com

Jan 2025 - March 2025

- Designed Zayn Abed a personal portfolio website, focusing on typography, layout, and visual aesthetics.

Product Designer - Yudaimonia

June 2024 - Sept 2024

- Designed and developed user-centered solutions for Yudaimonia's future mobile product.
- Created wireframes, high-fidelity mock-ups, and prototypes to visualize design concepts and user flows.

Product Designer - ThePark App

Jan 2024 - May 2024

- Collaborated with a small team to design a prototype app for Chris Greenfield's park venture, ThePark.
- Conducted a site visit to ThePark to gain firsthand insights into the future park environment and user context.
- Conducted user research to identify key challenges in park environments, analyzing findings through affinity mapping & user personas to inform design decisions.
- Designed wireframes, low, medium and high-fidelity mockups, and developed a cohesive design system/library.
- Conducted multiple stages of user testing to validate designs and collected actionable feedback to iterate on and improve the user experience.
- Presented progress and final deliverables to stakeholders, aligning the project with their vision and goals.

Accomplishments

Heather Whitton Award

2023

- Awarded by Sheridan College in recognition of outstanding visual design work during the academic year.

Art Book - The Joy of Fruit | 2022

2022

- Researched, designed, illustrated & professionally printed a 40+ page art book.