

Daniel Lioni

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📍 Mississauga, ON, Canada

Education

Sheridan College

Graduate Certificate, Digital Product Design, GPA 3.85

Sept 2023 to May 2024

Sheridan College

Advanced Diploma, Visual & Creative Arts, GPA 3.74, **Heather Whitton Award**

Sept 2020 to May 2023

Software Experience

- Figma Design
- Webflow
- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, Acrobat, Media Encoder, After Effects, Adobe XD)
- 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 within 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, & project pivots

Certifications

- TCPS 2: CORE 2022
Ethical Conduct for Research Involving Humans

Relevant Work Experience

Teaching Assistant - Sheridan College

Sept 2022 - May 2023

- Supported instruction across Design for Print, Time-Based Media, Typography, and 2D Design courses within the three-year Visual Creative Arts program.
- Led one-on-one and small-group guidance sessions during and after class to help students better understand lesson concepts.
- Assisted students with technical challenges with **Adobe Illustrator**, **Photoshop**, and **InDesign** to ensure successful execution of design assignments.
- Delivered constructive feedback on rough drawings, planning phases, thumbnail sketches to strengthen students' design thinking and visual communication skills before developing their final work.
- Collaborated with instructors and the program coordinators to clarify lesson objectives and adapt support to diverse learning needs, **identifying key areas** for improvement.

Projects

Product Designer - Slice

May 2026 - Aug 2026

- Designed a concept for Slice, an app that allows the creation of customizable payment cards to effortlessly split, pay, and track group expenses with anyone.

Product Designer - Joetell

Feb 2026 - May 2026

- Joetell is a concept for an AI-powered booking platform designed for the detail-oriented traveler. **Designed from the ground up.**

Designer - zaynabed.com

Jan 2025 - March 2025

- Designed a new personal portfolio website using typography, layout, and custom graphics to clearly communicate the impact and success of the client's projects, increasing visits by **%250**.
- Translated project goals and outcomes into cohesive visual narratives, making work easy to understand and engaging for viewers

Product Designer - Yudaimonia

June 2024 - Sept 2024

- Designed user-centered solutions for Yudaimonia's mobile product, translating user needs and product goals into clear, intuitive experiences.
- Created **wireframes, high-fidelity mockups, and prototype animations** to visualize user flows and interactions, helping ensure a smooth, accessible, and engaging experience.

Product Designer - ThePark App

Jan 2024 - May 2024

- Collaborated with a small team to design a prototype app for **Chris Greenfield's** private park venture, ThePark.
- Conducted a site visit and **over 20 user interviews** to understand real-world park challenges, synthesizing insights through affinity mapping and personas.
- Designed wireframes, low to high-fidelity mockups, and built a cohesive design system.
- **Led four rounds of user testing** through **usertesting.com**, iterating on designs based on feedback to improve usability, safety, & ease of use
- Presented progress and final deliverables to stakeholders, aligning the project with their vision and goals.