Daria Vander May

📱 201-953-4627   ✉ dariavandermay95@gmail.com   🖥 dariaux.com

I care deeply about creating experiences that feel intuitive, thoughtful, and genuinely helpful. With 7 years of UX design under my belt, I've found my sweet spot in turning complex corporate websites into platforms that actually make sense—for the people using them *and* for the teams behind them.

Experience

GAF
UX │ UI Designer   January 2024 - Present

Conducted user interviews, surveys, and competitive research to uncover behavior trends and identify key areas for improvement across GAF's digital platforms. Translated insights into thoughtful UX and UI design solutions, sharing user sentiment with stakeholders to guide decisions rooted in real-world needs.

Group G Marketing
UX │ UI Designer   March 2023 - March 2024

Pioneered a user research and UX design process at Group G that shifted the company toward a more client-centric approach, resulting in stronger satisfaction and more cohesive digital strategies. Delivered a comprehensive research report for a global water heating company, featuring in-depth competitive analysis, user interviews, personas, site maps, and design recommendations across consumer, professional, and sales rep platforms.

Martindale Hubble
UX │ UI Designer   January 2020 - January 2023

Used user research, personas, and information architecture to design custom wireframes that elevated experiences for both B2B and B2C users. Partnered with developers to implement branded themes, launch PLE Core 2.0 updates, and deliver a custom child support calculator that increased traffic by 150%, while contributing to a product roadmap with a 90% feature delivery success rate.

Urban Emu
UX │ UI Designer   January 2019 - January 2020

Supported responsive web and mobile app development by applying user research, site maps, flows, wireframes, and prototypes grounded in solid information architecture. Conducted user testing for content-heavy sites like NESR.usda.gov and collaborated closely with an agile dev team throughout prototyping.

North Star Needle Co.
UX │ UI Consultant   August 2018 - October 2018

Led UX research and usability testing for a B2B fashion platform, resulting in actionable personas and improved experiences for both designers and producers. Prototyped user flows and wireframes that directly informed enhancements across dual user portals.

House of Lucky
Creative Intern   May 2017 - October 2018

Provided multifaceted support to HOL's branding, social media, and e-commerce efforts by managing website graphics, product orders, and content creation. Researched fashion trends and sourced new product lines to help drive brand relevance and sales.

Skills

HCI	User Interviews
Information Architecture	Usability Testing (remote & in-person)
Contextual Inquiry / Field Studies	Card Sorting & Tree Testing
Quantitative & Qualitative Research	User Segmentation
Data Synthesis & Insight Generation	Translating Research into Design Recommendations
Stakeholder Presentations	Advocating for the User

Software

Figma	Workfront
Adobe Suite	Ceros
Jira	Brightedge
Confluence	Webflow
GA4	Zeplin
HTML/CSS/JavaScrip	

Education

August 2014 - May 2018	August 2018 - November 2018
Muhlenberg College	**General Assembly**
Business Administration Concentration in marketing	UX │ UI Immersive Bootcamp

DAUX /dō/