Dan Brenneman

User Experience Designer, Product Designer

Contact

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Education

2015 - 2019
Honours Bachelor of Global
Business and Digital Arts

2020 - 2021
Completed six courses from
the International Design
Foundation including:

- Emotion Design: How to
  Make Products People Will Love
- Psychology of e-Commerce:
  How to Sell Products Online
- Accessibility: Designing for All

2022
Behavioural Economics
Bootcamp: How to Use BE to
Improve UX Solution Design

Recognition

2020
iStar Award recipient for
outstanding contributions
to the Client Experience Office

Tools

- Adobe Creative Cloud
- Basic HTML and CSS
- Figma and FigJam
- Jira and Confluence
- Sketch and InVision
- UserTesting.com

Core Skills

My goal is to create highly impactful digital experiences that are data-driven, guided by research, collaboration, creativity, and the voice of the end-user.

- Strong communicator, from presentations to workshops to decks
- Passionate about learning new things and finding new ways of working

Work Experience

User Experience Designer • Sun Life Financial   2019 - Present

- Worked with senior leadership to re-imagine our insurance onboarding journey
  - Led design throughout the discovery, design, and development phases
  - Conducted over 35 moderated interviews with users and stakeholders
  - Turned insights into personas, user journeys, and emerging insights
  - Facilitated in-person ZBD and MVP workshops with over 60 attendees
- Built short and long-term strategic visions for a financial planning experience
  - Facilitated online workshops to align stakeholders and generate ideas
  - Collaborated across teams to create a cohesive, unified experience
  - Created a lo-fi proof-of-concept to build buy-in amongst stakeholders
  - Influenced development road-maps to achieve our future vision faster
- Strongly advocated for design and usability within the organization
  - Spoke about iterative validation at the global senior leaders conference
  - Spoke to design on an agile team on a panel broadcast to the organization
  - Directed and edited video content to internally promote product releases
- Re-designed two optional insurance journeys for 1000s of benefits clients
  - Used behavioural economics to motivate users, increasing conversion
  - Supported the agile team day-to-day as it was built and implemented
- Continuously explored ways to improve existing processes — this led to the wider adoption of tools such as Miro and Protopie at Sun Life
- Increased client engagement with Ella, our digital financial coach, by over 200%

View examples of my process and projects, using the QR code on my resume.