

# Daniel Afrahim

User Experience Design

New York

United States

View the full portfolio at <http://www.thecreativefinder.com/designbydaniel>

## Professional Experience and Curriculum Vitae

Visit <https://www.linkedin.com/in/designbydaniel/> and <https://dribbble.com/designbydaniel> to see all the latest.

I am a strong independent designer, but I believe the best satisfaction and the best end product comes from working with a great team. My philosophy for interaction and visual design is centered on a clear understanding of the end-user, which is the key to creating great products and experiences. That's why I've tried to collect experience in every aspect of the design industry — working at a world-class company, top digital agency, and as a freelance designer and consultant in NYC.

Currently, I am working as a Senior Information Architect for Fidelity Investments. Previously, I worked as an interaction designer for Infor, world's third-largest enterprise application provider, with more than 150 products and 70,000 customers across over 2,100 industries. I closely collaborated with members of multiple product teams to create beautiful and instinctive UX/UI, consciously designed to meet each product's specific needs. I was responsible for conceptualizing and redesigning the user flows, visual assets, functional components, iconography, design patterns, and guidelines for a wide range of desktop, mobile and web applications.

As a consultant with McKinsey & Company's in-house UX/UI team, I created wireframes and detailed comps for multiple mobile apps and responsive websites, both for the company and for their clients. As one of the first members of Blue Fountain Media's creative team, I was part of the small start-up which transformed into a multi-million dollar digital agency within three years. I was responsible for creating wireframes and comps throughout the process while working closely with both clients and developers.

Specialties: Art Direction, Web Design, UX/UI Design, User Interaction, App / Mobile Design, Motion Graphics, Graphic Design, User Experience

Great Proficiency in: Animation, Branding & Identity, Typography, Art, Storytelling

Adobe Creative Suite (Photoshop, Illustrator, InDesign, and... )  
Sketch, Axure, Moqups, iOS and Android

## Previous Clientele

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## Awards and Accolades

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## Awards and Accolades

Blue Fountain Media Team

\* Interactive Media Awards, Best in Class (Web Design/Development), Blue Fountain Media Website | 2011

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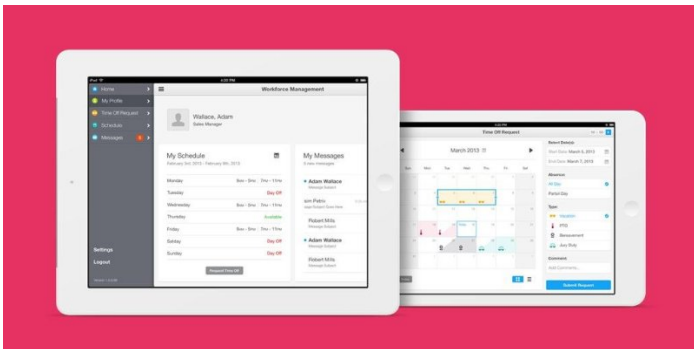
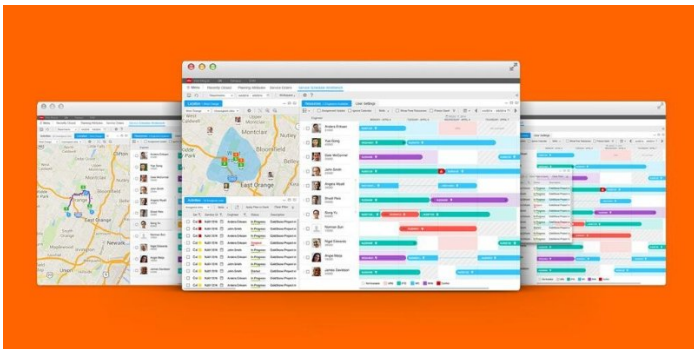
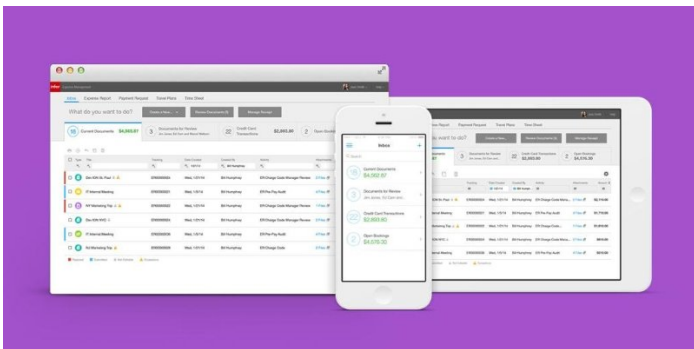
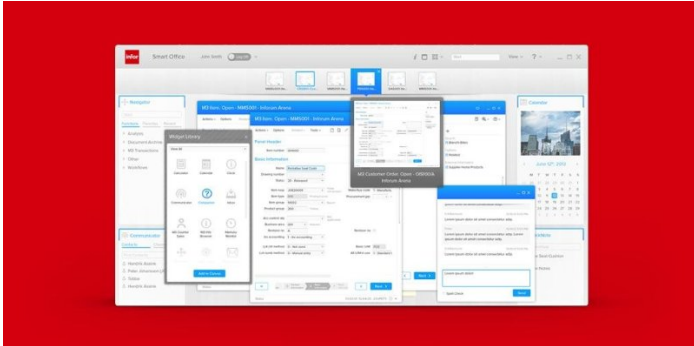
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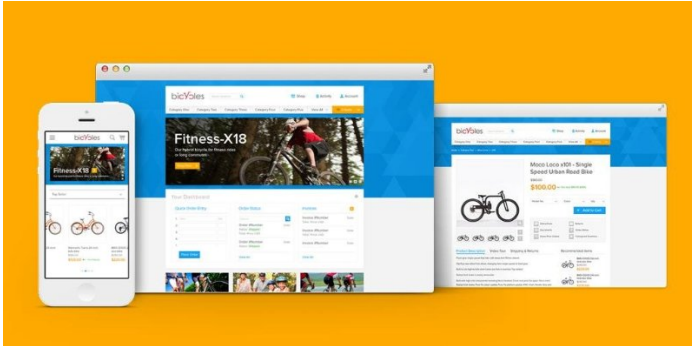
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