Deron Gopie

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SUMMARY

An adaptive designer with 4+ years in User Experience, plus backgrounds in industrial design and digital marketing. Specializing in interaction design, AI integrations, and creative technology. He is committed to inclusive design, excels in multidisciplinary collaboration, and uses human-centric practices to create scalable, educational, and responsible experiences.

EXPERIENCE

Freelance Designer, CultureHub   10/24-Present

- Reimagined the user experience and user interface of LiveLab Broadcaster, their streaming product, and introduced new interactive features to connect and engage audiences.
- Coordinated research, ideation, project tracking, and handoff processes with the Art Director, Technical Director, Developer, and Producing Director to create an intuitive end to end site experience.
- Created style guides to communicate the translation of the organization's branding into a new digital space. Setting the foundations of a design system for easier implementation and product growth.

Experience Designer, Beyond, New York, NY   1/22-8/24

- Designed meaningful user experiences for major clients like Google, Snapchat, and YouTube, harmonizing with stakeholder visions, design systems, and user needs.
- Lead the establishment of an AI practice at the company to develop AI-driven tools and educational programs, enhancing client-facing projects with emerging digital products.
- Collaborated on new business initiatives, creating both future-thinking design and strategic plans, to reach new clientele and grow existing relationships.
- Operated in cross-functional teams, collaborating closely with product management and engineering to ensure high-quality product deliveries and design fidelity.
- Conducted research to align projects with product visions, and identified business improvement opportunities by collaborating across disciplines and presenting insights to leadership.

Specialist, Apple, San Francisco, CA   9/21-1/22

- Discovered and matched customer needs with suitable products as well as provided guidance with setup.
- Ensured optimal visual merchandising and supported cross-departmental teams by staying up-to-date on product knowledge and company initiatives, leading to improved customer engagement.

Digital Content Specialist, Associated Students @SFSU, *San Francisco, CA*   10/19 – 12/20

- Developed tools and resources to meet company expectations and deadlines, and collaborated with team members to publish curated content across multiple social media platforms.
- Successfully implemented content strategies that boosted social media following by 115% in just two months, significantly improving informational outreach and audience visibility.

UX Design Apprentice, BRIDGEGOOD, *Oakland, CA*   06/19 – 09/19

- Partnered with a cross-functional team to design and implement a dashboard and testimonial page, leading to increased user traffic and engagement on BRIDGEGOOD.com.
- Applied human-centered design principles to improve website usability, removing obstacles and enhancing the overall user experience on the platform.

EDUCATION

Digital Marketing Apprenticeship,   2021
COOP Careers, *San Francisco, CA*

- Gained critical foundational Digital Marketing skills which include SEM, SEO, Google Analytics.
  - Activities: Dharma Homies Mindfulness Practice

Bachelors of Science, Industrial Design,   2016 - 2020
San Francisco State University, *San Francisco, CA*

- Activities: Industrial Design Society of America (SFSU Chapter) Vice President, Epsilon Pi Tau

SKILLS & CERTIFICATIONS

- **Certifications:** UX Design, Google Ads, Google Analytics, Advanced ChatGPT
- **Skills:** Interaction Design, UX Design Leadership, Research & Enterprise UX, AI & Computational Thinking, User Research and Usability Testing, Cross-Functional Team Collaboration, Digital Marketing, Accessibility and Inclusion in Design
- **Digital Skills:** Figma, Microsoft Excel, Adobe Creative Cloud, Google Suite, Rhino, Womp, ChatGPT, Midjourney, Runway, Imagen 3, VertexAI, Contentful, Webflow, Notion, Jira, Slack, Asana
- **Learning:** Javascript, HTML, CSS

AWARDS & ADDITIONAL EDUCATION

edX: Prompt Engineering and Advanced ChatGPT   2023

ITP @ NYU: Creative Technology Summer Program   22', 23', 24'

Graduate College of Education: Certification of Recognition   2018