Dongyeon (Daniel) Seo

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EDUCATION

University of Washington, Seattle, WA — **Sept 2026 - Aug 2027 (Expected)**
Master's in Human-Computer Interaction + Design (MHCI+D)

University of Maryland, College Park, MD — **Jan 2018 - May 2021**
Information Science, BS

PROFESSIONAL EXPERIENCE

Dell Technologies, Austin TX — **Aug 2021 - Aug 2026**

Product Designer (User Interface Engineer 2), Mar 2023 – Aug 2026

- Delivered a complete Premier homepage redesign in just 4 months, directly contributing to +9.9% gain in average order value and +7.1% rise in revenue per visit.
- Owned the redesign of the Dell Premier landing page from research through final design, driving measurable business outcomes: +2.8x increase in new account submissions and +19% lift in sign-ins.
- Drove 500x more B2B engagement by leading Premier sign-in nudge initiative and design strategy.
- Established and rolled out a standardized, global accessibility process that was adopted across the entire design organization.

Product Designer (Analyst), Aug 2021– Mar 2023

- Designed an inventory management tool valued at $900M that streamlined the management of on-hand inventories by incorporating data visualization and reporting features.
- Facilitated stakeholder workshops and alignments across four business units to ensure the successful rollout of the tool.
- Conducted comprehensive user research and UAT testing (unmoderated and moderated) to optimize the product experience.

LEADERSHIP EXPERIENCE

ShelterTech, Remote — **Jan 2022 - Sept 2023**

Volunteer Accessibility Product Design Lead

- Developed a foundational, step-by-step testing guide that enabled the team to independently test and implement accessible standards.
- Conducted detailed accessibility assessments for ShelterTech.org and SFServiceGuide.org, identifying respective 37% and 24% failure rates against WCAG 2.1 standards, and provided actionable recommendations, ensuring inclusivity for all users on both platforms.
- Engaged in weekly executive meetings, contributing insights to drive the organization's success.

Toastmasters International, Remote — **Feb 2020 - Sept 2024**

Sunrise Toastmasters Club (President, VP of Membership, VP of Education, Secretary)

- Spearheaded club operations as President, directing all administrative functions and implementing key retention strategies that increased active membership and meeting attendance.
- Directed all membership recruitment and onboarding operations as VP of Membership.

CERTIFICATION

CPACC, IAAP — **Aug 2023**
Trusted Tester V5, U.S. Department of Homeland Security — **Feb 2023**

AWARDS

President's Award, Dell Technologies — **Dec 2024**
Game Changer Award, Dell Technologies — **Nov 2024**