Daniel Dougherty
UX Designer

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Profile

Creative and user-focused UX Designer skilled in designing intuitive, user-centered experiences. Adept in user research, wireframing, prototyping, and interaction design. Proven ability to lead teams and deliver accessible websites in fast-paced environments.

Work Experience

Lead UX/UI Designer & Project Lead

48in48 Non-Profit Website Build – All In Together | October 2024

- Led the design and development of a responsive, accessible website during a 48-hour hackathon for a non-profit.
- Created a detailed project brief to guide the team, replacing traditional wireframes and mockups due to time constraints.
- Collaborated directly with the non-profit founder, ensuring alignment with the organization's mission of fostering community and family engagement.
- Directed team members, guiding WordPress development and content strategy based on user experience principles.
- Customized the WordPress site using Beaver Builder, ensuring seamless navigation, responsiveness, and accessibility.

Freelance UX Designer

Dougherty Designs | June 2024 – Present

- Redesigned Butcher's Union website, significantly improving user engagement through user research, wireframing, and high-fidelity prototypes.
- Collaborated with clients to refine brand voice and enhance usability and visual design through iterative processes.
- Utilized Adobe XD, Figma, and Adobe Creative Suite to develop functional, user-friendly interfaces.

General Manager

129 Hub | February 2021 – May 2024

- Led daily operations, streamlining processes to improve efficiency and productivity.
- Demonstrated leadership by managing staff, enhancing workflows, and driving business growth.

Skills

- **UX/UI Design:** User-centered design, wireframing, prototyping, interaction design
- **Design Tools:** Adobe XD, Figma, Adobe Creative Suite (Photoshop, Illustrator)
- **Front-End Development:** HTML, CSS, JavaScript
- **User Research:** Usability testing, A/B testing, interviews, surveys
- **Information Architecture:** Sitemaps, user flows, wireframes
- **Accessibility & Inclusive Design:** Implementing standards and best practices
- **Leadership:** Team collaboration, project management, cross-functional communication
- **Digital Marketing:** Calls-to-action, content optimization

Education

CareerFoundry UX Design Certification | *June 2024*

- Training in user research, usability testing, A/B testing, wireframing, and prototyping.
- Specialized in HTML, CSS, and JavaScript, bridging the gap between design and development.
- Focus on design thinking and accessibility best practices in real-world projects.

Grandville High School | *Graduated 2012*