

Daniel Dougherty

UX Designer

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Profile

Creative and user-focused **UX Designer** skilled at delivering intuitive, user-centered experiences. Proficient in **user research**, **wireframing**, **prototyping**, and **interaction design**. Proven ability to lead teams and build accessible websites in fast-paced environments. Excels at collaborating with cross-functional teams and clients to drive business results through impactful design solutions.

Core Skills & Competencies

- **UX/UI Design:** User-Centered Design, Wireframing, Prototyping, Interaction Design
- **Design Tools:** Figma, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator)
- **Front-End Development:** HTML, CSS, JavaScript, WordPress (Beaver Builder)
- **User Research:** Usability Testing, A/B Testing, Interviews, Surveys
- **Information Architecture:** Sitemaps, User Flows, Wireframes
- **Accessibility & Inclusive Design:** WCAG Standards, Best Practices
- **Project Leadership:** Team Collaboration, Project Management, Cross-Functional Communication
- **Digital Marketing:** Calls to Action, Content Optimization, Brand Voice

Professional Experience

Lead UX/UI Designer & Project Lead (Volunteer)

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

- Led the design and development of a responsive, accessible website within a 48-hour hackathon for a non-profit organization.
- Developed a comprehensive project brief to align stakeholders, replacing traditional wireframes and mockups due to tight deadlines.
- Collaborated directly with the non-profit's founder, ensuring all UX recommendations matched the organization's mission.

- Directed a cross-functional team, overseeing WordPress development and content strategy aligned with user experience principles.
- Customized WordPress using Beaver Builder to ensure seamless navigation, mobile responsiveness, and WCAG-compliant accessibility.

Freelance UX Designer

Dougherty Designs | June 2024 – Present

- Redesigned Butcher's Union website, improving user engagement by conducting user research, creating wireframes, and delivering high-fidelity prototypes.
- Guided clients on brand voice, usability, and visual design through iterative design processes.
- Utilized Adobe XD, Figma, and Adobe Creative Suite to build functional, user-friendly interfaces that drive user retention.

General Manager

129 Hub | February 2021 – May 2024

- Managed daily operations, overseeing scheduling, budgeting, and workflows to improve efficiency.
- Demonstrated leadership by mentoring staff, implementing process improvements, and cultivating a culture of collaboration.

Education

CareerFoundry UX Design Certification | *June 2024*

- **Coursework:** User research, usability testing, A/B testing, wireframing, prototyping
- **Development Focus:** HTML, CSS, JavaScript fundamentals bridging design and development
- **Key Emphasis:** Design thinking, accessibility best practices, real-world project execution

Grandville High School | *Graduated 2012*