Dan Fournier

DFSIGN

Product and Graphic Designer
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dfsign.co

Skills

Attention to Design
Sharp and thorough understanding of visual hierarchy, typography, grid, color theory, and design systems.

Human-Centered
Proficient in product and design thinking, from identifying problems and forming hypotheses, to crafting flows, prototyping, and learning from users and metrics to iterate.

Always Inspired
In-depth experience with web, iOS, and Material design applications, guidelines, and trends.

Always Creating
Strong expertise in Photoshop, XD, Illustrator, Sketch, InVision, After Effects, and InDesign.

Always Building
Advanced in HTML/CSS web development with an understanding of JavaScript and React component building.

Education

University of Illinois at Chicago
Bachelor of Fine Arts, Graphic Design, Aug 2008 – May 2012

Experience

UX Designer II
Endurance Group, Apr 2019 — Present
Collaborating with users, designers, researchers, and developers to design a website management and e-commerce platform for small businesses. Producing user-centric briefs, storyboards, sketches, and prototypes to continuously improve experiences. Introducing and maintaining a design system to minimize work debt and bring the team under one visual language with reusable design and components.

Freelance Designer
DFSIGN / Dan Fournier Design, Oct 2011 — Present
Building lasting relationships with clients through design research, collaboration, and solutions for a variety of mediums, including website, email, and print work. Crafting branding strategies for businesses to improve awareness and drive customer engagement.

Design Manager
Shotzoom Software, Mar 2013 — Apr 2019
Designing immersive and elegant layouts for a suite of iOS and Android apps, websites, emails, and other emerging technologies. Researching and executing seamless and engaging experiences. Offering front-end development support for landing pages, websites, and emails. Forming design and brand systems for a variety of products.

UX Designer
Apparity, LLC, Jul 2012 — Feb 2013
Crafting design and branding concepts for presentations, email campaigns, and marketing websites. Worked closely with business managers and developers to build intuitive user flows for Excel sheet management, tiered purchasing, and profile management.

Design Intern
Morningstar, Jun 2010 — May 2012
Designing a wide range of functional and creative products, such as printed catalogs, magazine ads, graphs, presentations, and web content for clients, investors, and institutions across the globe. Cooperating with designers and financial analysts from various internal teams to further expand design-centric efforts and better experiences for customers.

Certifications

Certified Scrum Product Owner (CSPO)
Scrum Alliance, Issued Sep 2019

Accomplishments

Innojam 2019 First Place
Endurance Group, Issued Nov 2019
"PROmains" project won first place in a company-wide competition focusing on designing and building innovative products for small businesses.

Product Recognition – Golfshot: Golf GPS
Apple & Google App Stores, Issued May 2014 - Dec 2018

- Best Apps of 2014
- Best App for Apple Watch
- Best New Apps
- Great Free Apps
- Best of May 2014
- App for Summer 2014
- Apps for Golfers
- Golfing Galore
- Essential Sports App
- Apps for Health
- New to the App Store?
- Our Favorite Apps
- Top Free Apps in Sports
- Improve Your Skill

Best Book Award
University of Illinois at Chicago, Issued Dec 2008
"Post Typographic Manifesto" won Best Book Award for outstanding use in design and typography