

**DFSIGN**

# Dan Fournier

**Product, UX, 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

Working with users, 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 tech debt and streamline processes.



### 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 | 6 Years

Leading and crafting design solutions for a suite of mobile and wearable apps, websites, and cutting-edge tech through user research and team collaboration. Forming design and brand systems for a variety of products. Front-end development for landing pages and emails.



### UX Designer

Apparity, LLC, Jul 2012 — Feb 2013 | 8 Months

Working closely with business managers and developers to design user flows for Excel management apps, plan purchasing, and profile management. Designing brand and identity language for landing pages, emails, and internal presentations.



### Design Intern

Morningstar, Jun 2010 — May 2012 | 2 Years

Designing catalogs, magazines, data, presentations, and web content for financial clients, investors, and institutions. Coordinating with a variety of teams to 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 2015 - Dec 2018

- Best Apps of 2016
- Best App for Apple Watch
- Best New Apps
- Great Free Apps
- Best of May 2015
- App for Summer 2015
- 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