Danielle Swank 2500 24th St, San Francisco CA 94107 931-284-9478 danielle@danielleswank.com

#### PROFESSIONAL PROFILE

Award winning UX director with an 11-year career in design and engineering. Demonstrated success in leading \$300K+ design / development projects from initial concept stage and directing large multi-disciplinary teams. Maker of fun things.

#### **PROFESSIONAL SKILLS**

JavaScript, CoffeeScript, Node.js, Backbone.js, CSS3, HTML 5, jQuery, PHP, Ruby, Redis, MySQL, Photoshop, Illustrator, Project Management, Management, Front-end Engineering, Software Engineering, Rapid Prototyping, User Experience, User Interface Design, Graphic Design, Information Architecture, Front-end Design, Cross-browser Compatibility, Web Design, Web Applications, Web Development, Game Design, Public Speaking

## **PROFESSIONAL HISTORY**

# **Barking Mouse Studio, Founder**

2012 - Present

http://barkingmousestudio.com Co-Founded a game studio. Won numerous awards. Featured on the App Store. Press reviews by Kotaku and Indie Statik among others. https://itunes.apple.com/us/app/lost-toys/id675719361?mt=8

2012 Olark, Head Unicorn

http://olark.com Architected new product features including an operator console and a targeted chat system. Lead architect / engineer on the redevelopment of their core chat client. Used node, backbone, and coffeescript.

# Free Flow Labs. Founder

2011 - 2012

http://freeflow.io Co-Founded a web startup to provide accurate content recommendations for social news. The FreeFlow app is a visual social news reader that pulls in a users social streams, extracts content from shared links. Also built http://reddi.sh, a GUI for the redis datastore and presented it at Redis Conf 2012.

## **ARS Interactive, UX / Creative Director**

2009 - 2012

http://thinkars.com In charge of a multi-disciplinary team of 9 designers and developers. Directly participated in bringing in over \$1M of business year. Responsible for the architecture and front-end development of a \$300K+ custom CMS for Sears. Designed a \$100K+ eCommerce content web application for Proctor and Gamble. Increased Sears.com toy vertical "visits to orders" metric by 63%. Smoothly launched a redesign of http://www.kenmore.com during the middle of the 2009 holiday season. Developed http://shop.pbskids.org and http://hitshopusa.com in a 2 month accelerated time frame. Designed http://greencupboards.com and http://kencogroup.com. Responsible for the support and front-end development of http://craftsman.com, http://kenmore.com, http://outlet.whirlpool.com and http://outlet.maytag.com plus numerous Sears and Kmart experiences and facebook apps. Other clients include Gladiator, Eureka, and The Great Indoors.

#### Ticketmaster – Echo Music / Ticketmaster, UX Developer

2008

Updated the user interface of Echo's web application platform and did rapid prototyping of new projects.

#### Selected Freelance Work & Awards

Lost Toys – 2013 Best Game Design Sense of Wonder Night Tokyo Game Show

Lost Toys – 2013 Most Artistic Game Codame Developer Showcase

Lost Toys – 2013 Indie Prize Most Promising Game Casual Connect San Francisco

Bumble Bounce – 2012 Winner Life is a Game Jam

Greencupboards - 2011 Silver Addy award for website design

Association of Visual Arts Instructor – 2010 Taught classes in wordpress, web design, and social media.

Chattablocks.com – 2010 Government and community information web portal for Chattanooga, TN.

*TNIADA Website* – Winner 2008 business partner award Tennessee Independent Auto Dealers Association. *Ephemera Book* – 3-year photography project documenting the work of K. Yerizarian, New York, NY. *Makom Shalom Ark of the Torah Bronze* – Bronze sculpture for Makom Shalom Synagogue in Chicago, IL.

# PROFESSIONAL TRAINING & EDUCATION University of Tennessee, Fine Art

Lifetime member of the Golden Key National Honor Society