

# Danielle Swank

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## PROFESSIONAL PROFILE

Accomplished UX director with an 9-year career in web development and graphic design. Demonstrated success in leading \$300K+ design / development projects from initial concept stage to final production operations, directing large multi-disciplinary teams, and communicating with clients and vendors.

## PROFESSIONAL HISTORY

### FreeFlow Labs, Co-Founder / Designer

**2011 – Present**

<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.

### ARS Interactive, UX / Creative Director

**2009 – Present**

<http://thinkars.com> In charge of a multi-disciplinary team of 9 designers and developers. Directly participated in bringing in over \$1M of business this 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 micro sites. 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.

### Ciphertek LLC, Designer / Front-End Developer

**2007**

Web site design and front end development.

### Tri State Distribution, Graphic Designer / Sales and Marketing Manager

**2005 – 2007**

Designed and marketed new products. Managed a national sales team focusing on B to B and Dept. Of Defense.

### Ornament Boutique, Founder

**2002 – 2005**

Founded a gift-ware company specializing in hand-blown glass. Designed all products and marketing materials, and developed a strong-selling line of off-season ornaments. Increased sales volume by 400% in 4 years.

### Selected Freelance Work

**2002 – Present**

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

*Gemini Command* – Node Knockout entry, placed in the top 10 for design and top 25 overall of ~300 teams.

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

*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.

*TNIADA* – Won a 2008 business partner award for the Tennessee Independent Auto Dealers Association website.

## PROFESSIONAL TRAINING & EDUCATION

### University of Tennessee, Fine Art

**1998 – 2002**

Lifetime member of the Golden Key National Honor Society