

# Danielle Tavella

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## Experience

### Connections Lab at New Jersey Institute of Technology

Research Assistant

January 2015 to present

- Led cross-functional ten-student team to conduct NSF funded research
- Supported software project management between design and development teams
- Eased the process of participant recruitment for a semester long study
- Applied scenario-based design to develop rapid prototypes and wireframes using Axure
- Assisted design and implementation on multi-platform systems
- Conducted user testing which included A/B testing and think-aloud protocols

### Dressbarn

Key Holder

August 2010 - December 2014

- Provided consistent and excellent customer service by utilizing the product knowledge
- Assisted with the selection and training of new associates
- Managed incoming and outgoing department inventory, coupled with in-store price management and rotation of seasonal goods

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## Skills

### Communication

- Excellent written and verbal communication and interpersonal skills from customer service experience

### Leadership

- Possess strong commitment to team environment dynamics with the ability to contribute expertise and follow leadership directives at appropriate times from experience in retail and research management

### User Research

- Interviews, Focus Groups, Surveys, Observation, Personas, Card Sorting

### Design and Prototyping

- Axure, Illustrator, Photosop, Sketch

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## Education

### New Jersey Institue of Technology

B.S, Human - Computer Interaction

Expected December 2017

Undergraduate Thesis: Visualizing Student's Social Networks