

Danielle Tavella // User Experience Designer

🏠 portfolio : www.danielletavella.com
☎ (516) 425-2824
✉ det7@njit.edu
🌐 /danielletavella

SKILLS

UX Design: Personas, Wireframes, Prototyping, Storytelling design, Storyboards, Axure, Illustrator, Sketch, Invision

User Research: Interviews, Usability Tests, Think-Aloud, A/B Testing, Surveys, SPSS

Project Management: Slack, Trello, Zenhub

Programming: HTML/CSS, Git

EDUCATION

New Jersey Institute of Technology // Jan 2015 - Dec 2017

Bachelor of Science in **Human-Computer Interaction**
Specialization in **Cognitive Design**

Thesis: **Social networks among university students: Is technology helping to create meaningful social ties?**

★ PUBLICATIONS

The Role that Technologies (Could) Play in Understanding and Building Geographically-Concentrated Social Ties.

Proceedings of the 29th Australian Conference on Computer-Human Interaction, OzChi2017 (under review)

EXPERIENCE

● **UX Designer**

TellUsWho Project, Human-Centered Computing Lab // January 2017 - present

A social network survey tool that creates profiles for students, and collects their contacts to visualize who they do activities with and how their social networks change over time. This work is the basis for my undergraduate thesis.

UX Design: Initiated the UX design process by leading brainstorming sessions and meetings // Prototyped interaction design with low-fidelity mockups using paper prototypes and Axure // Conceptualized user interface high-fidelity mockups using Adobe Illustrator and Sketch

User Research: Recruited participants for usability study by using a convenience sample method // Led the UX research process by conducting think-alouds and interviews and performing all qualitative analyses

Project Management: Managed NSF funded research study from its proposition to deployment // Supported development team by utilizing project management software and adopting an Agile workflow

● **UX Designer**

coo-e LLC // May 2016 - August 2016

coo-e is an exciting new platform that makes the experience of coordinating activities with your friends a whole lot better. I was hired in the summer of 2016 to help redesign a few of coo-e's problematic screens.

UX Design: Created low-fidelity mockups using Adobe Illustrator for a mobile app start-up // Implemented current mobile design patterns and protocols to improve previous mobile app design

● **UX Designer**

Encount'r Project, Human-Centered Computing Lab // January 2015 - December 2015

Social matching recommends people to people. I was a part of a UX team in the summer of 2015 to help design a prototype for an opportunistic social matching mobile application.

UX Design: Led brainstorming and card sorting meetings to construct similar match scenarios // Applied storytelling design to develop low-fidelity wireframes using paper prototypes and Axure

User Research: Recruited 100 participants for a semester long usability study by creating flyers and utilized a convenience sample method // Conducted usability tests to gain feedback throughout the design lifecycle // Oversaw a new research participant payment system that is now adopted by all research studies among all departments

VOLUNTEER

Electronic Access Foundation

Facilitated a relationship with a local non-profit organization to help NJIT donate unwanted technology // Resulted in disadvantaged children participating in a Python bootcamp and keeping the items donated from NJIT