

Hello! My name is:

DANIELLE TAVELLA

I can help you with:

UX DESIGN

Let's work together!

I'll bring user-centric design principles to the table and we'll create memorable experiences and inspiring products.

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EXPERIENCE

UX Researcher

● Human-Centered Computing Lab // January 2017 - present

- Wireframed, prototyped, and designed a survey tool to collect students' basic information interests, activities and social network

- Led the UX research process by conducting think-alouds and interviews and performing all qualitative analyses

UX Design Intern

● coo-e // May 2016 - August 2016

- Created low-fidelity mockups using Adobe Illustrator for a mobile app start-up

- Implemented current mobile design patterns and protocols to update previous mobile app design

Undergrad Research Assistant

● Human-Centered Computing Lab // January 2015 - December 2015

- 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 low-fidelity wireframes using Axure

- Conducted usability tests to gain feedback throughout the design lifecycle



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?



SKILLS

UX Design: Personas, Wireframes, Prototyping, Scenario-Based Design, Storyboards, Axure, Illustrator, Sketch, Invision

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

Project Management: Slack, Trello, Zenhub



PROJECTS

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)