

# Danielle Urban

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daniellegraceurban.com

Product Designer

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## Skills

### Design

User-Centric Design Research,  
Design Thinking, Decision  
Flow Diagrams, User Need  
Identification, Visual  
Prototyping and Wire-  
Framing, UI Compositions and  
Grids, Usability Testing

### Toolbox

Figma, Sketch, Miro, Adobe  
Creative Suite, HTML/CSS,  
Bootstrap, Git/Github

## Education

### University of Texas at Austin

Certificate in UX/UI Design  
Oct. 2021

### Colorado State University

B.S. Apparel Design and  
Merchandising  
May 2020  
3.86 GPA

## Projects

### ProductByte

UX Researcher

- Created a research plan and conducted concept testing, resulting in a clear value proposition and team vision

### Generation Serve Website Redesign

<http://daniellegraceurban.com/GS.html>

UX Designer

- Created a new Calendar Interface; achieved a 67% reduction in time on task to find an event

### UX Design Case Study, The Local Agenda

<http://daniellegraceurban.com/LA.html>

UX Designer

- Identified a current gap in the travel app market based on user research into people's travel preferences, experiences and issues.

## Experience

### Multi-Cultural Refugee Coalition

Open Arms Studio: Production Associate

Jan 2020-April 2021

- Assisted with product development and sourcing for in-house collection of bags
- Managed e-commerce orders and performed customer support
- Coordinated recycling and re-use for remnant materials