Danielle Urban

UX Designer

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Skills

Design

User-Centric Design Research

Design Thinking

Decision Flow Diagrams

User Need Identification

Rapid Prototyping

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 and Merchandising

Concentration in Apparel Design and Production

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
- Consulted on information architecture, user flow, and user personas to inform the new iteration of the app

Generation Serve Website Redesign

http://daniellegraceurban.com/GS.html

UX Designer

- Designed a new user interface for the website's calendar; achieved a 67% reduction in time on task to find an event through UX benchmarking study

UX Design Case Study, The Local Agenda

http://daniellegraceurban.com/LA.html

Product Designer

- Identified a current gap in the travel app market based on user research into people's travel preferences, experiences and issues.
- Created several iterations of a prototype to validate that the product was getting at a core user need

Work Experience

Multi-Cultural Refugee Coalition

Open Arms Studio: Production Associate

Jan 2020-April 2021

Miranda Bennett Studio

Technical Design Intern, Lead Sales Associate

May 2019-August 2019