

Danny Luber

experience

Product Designer, DESIGNATION Labs
May 2015 - September 2015 | Chicago, IL

Learned UX/UI/Front end development at 3-month, 70-hour/week bootcamp. Built digital product from scratch with a user-centered design (UCD) approach and agile/scrumb methodologies. Projects ranged from a companion mobile app (for a wearable device) to a card-sorting web application.

Business Designer/Marketing Manager, Fractured Prune
March 2014 - May 2015 | Phoenix, AZ

Launched Fractured Prune Doughnuts Arizona, opened 5 stores in 1 year. Designed customer-focused systems to effectively manage and motivate employees. Wrote operations handbook, detailing how to open, manage, and market a retail operation. Produced all marketing material, social media content, email campaigns, and press release copy.

Clinical Interventionist, Southwest Autism Research & Resource Center
June 2013 - February 2014 | Phoenix, AZ

Led social skills classes for children and adults diagnosed with autism spectrum disorders (ASDs.) Worked with employment-ready adults by mock interviewing, résumé-building, job-hunting, and on-site job-training.

Strategist (Intern), Heartbeat Ideas
May 2012 - August 2012 | Los Angeles, CA

Analyzed website performance, conducted consumer/competitive analyses, and wrote on advertising/marketing trends. Prepared and presented strategy decks to Zyrtec® and Sientra® clients.

online

portfolio: www.dannyluber.com
[linkedin.com/in/dannyluber](https://www.linkedin.com/in/dannyluber)
twitter: @dannyluber
instagram: @dannyluber

education

University of Southern California, 2013
Social Sciences (Psychology)
USC ASSC, Student Government
USC Institute for Creative Technologies

skills

Wireframing
Prototyping
Mobile app design
Interaction design
UI animations
Web design/development
Copywriting
Deck creation
Social media marketing
Video editing
Photography

languages & software/platforms

HTML
CSS
JavaScript/jQuery
Adobe Creative Suite
Sketch
Omnigraffle
Keynote
Axure RP
Invision
Pixate
Proto.io
Balsamiq
Invision