

# Danny Luber

## experience

**Product Designer**, DESIGNATION Labs  
May 2015 - October 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](http://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/Marvel