

Danny Lubber

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UX Designer/Researcher with background in service design, business management, and non-profits

Experience

Freelance UX/UI Designer, Fake Crow

December 2015 - May 2016 | Los Angeles, CA

- Led support center buildout for undisclosed client. Facilitated client design demands with developer needs and integrated into preexisting product back end with SSO login.
- Designed monetization UX for internal SaaS product Xtensio. Accommodated for monthly/yearly billing cycles, referral credit application, and notification preferences.
- Increased landing page conversion rate by 200+% by implementing successful growth-hacking practices
- Wrote marketing copy, instructional content, analytics reports, pitch decks, and project briefs.

Product Designer, DESIGNATION Labs

May 2015 - September 2015 | Chicago, IL

- Learned fundamentals of UX, UI, and front-end development during 4-month bootcamp.
- Developed digital product from scratch by working with real-world clients and implementing user-centered design (UCD), agile development, and Lean Startup methodologies. Projects ranged from a companion mobile app for wearable device to a card-sorting web application.
- Concentrated in UX - led research teams, synthesized findings, create scenarios/personas, designed wireframes, and developed prototypes.

Director of Operations & Marketing / Business/Service Designer, Fractured Prune

March 2014 - May 2015 | Phoenix, AZ

- Designed customer-focused systems to effectively manage and motivate employees. Increased productivity by 30-40%.
- Integrated multiple digital products (online ordering, loyalty program, scheduling software, mobile POS) into operation and managed updates/maintenance.
- Produced all marketing material, social media content, email campaigns, and press release copy.
- Wrote 80-page operations handbook, detailing how to open, manage, and market a retail operation. This was used for more efficient expansion - 5 stores in first year.

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.

Education

University of Southern California, 2013

B.A. Social Sciences (Psychology)

USC ASSC, Student Government

USC Institute for Creative Technologies

Skills

Research & Interviews
User Personas
User/task flows
Wireframing/Prototyping
Interaction design
QA
Growth-Hacking
Copywriting
Analytics reporting
Social media marketing

Software & Languages

HTML & CSS
Adobe Creative Suite
Sketch
Omnigraffle
Invision/Marvel
Axure RP
Keynote
Wordpress
Trello
Github