Danny Luber

experience

UX/UI Designer // Product Manager, Fake Crow
December 2015 - Present | Los Angeles, CA

Primary Duties: Designing wireframes, building high-fidelity prototypes, product managing off-shore development team, presenting deliverables to clients, QA

Secondary Duties: Conducting user research and usability testing, writing comprehensive analytics reports, writing engaging marketing copy, and organically growing user base of internal SaaS product Xtensio

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

Concentrated in UX during 4-month bootcamp. Led research teams, synthesized findings, create scenarios/personas, designed wireframes, and developed prototypes. Projects ranged from a companion mobile app for wearable device to a card-sorting web application.

Director of Operations & Marketing, 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. Implemented many digital products (online ordering, loyalty program, scheduling) - and managed maintenance.

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.

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online

portfolio: www.dannyluber.com
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

Research & Interviews
Scenarios & Personas
Information architecture (IA)
Storyboarding
User & task flows
Application Maps
Wireframing
Prototyping
User Testing
Interaction design
UI animations
Copywriting
Social media marketing

languages, software, platforms

HTML/CSS
Adobe Creative Suite
Sketch
Omnigraffle
Balsamiq
Invision/Marvel
Axure RP
Keynote
Wordpress
Intercom
Trello