DANNY LUBER

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UX Designer/Researcher with background in service design and business management

Experience

UX/UI Designer // Product Manager, *Fake Crow*
December 2015 - April 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.

Director of Operations & Marketing, *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. 3000+ likes on Facebook, 1000+ followers on Instagram; average open rate: 34%, average click rate: 18%
- 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*
March 2014 - May 2015 | 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, prepared presentation decks conducted consumer/competitive analyses, and wrote on advertising/marketing trends.

Education

DESIGNATION Labs
June 2015 - October 2015
UX, UI, Front End Development

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