

# DANIELLE SOBEL

## DESIGNER

 /dvsobel

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New York, NY

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## SUMMARY

Recent Master's graduate in Design & Technology at Parsons School of Design, The New School (May 2018).

Work focuses on user experience design (product strategy, user research, prototyping, and usability testing), along with hands-on experience in visual design and front-end coding. Experience in designing for private, public, and non-profit organizations.

## EXPERIENCE

### DESIGN ASSISTANT

MTA, New York City Transit (NYCT), NY | Jun 17 – Present

- Designing, executing, producing, and updating layout and copy for booklets, flyers, posters, and brochures for HR Training and Professional Development.
- Developing logo, branding design, and web assets of new curriculums available to 40,000+ employees.
- Leading and implementing designs that are used for new hire orientation to seek solutions to support the corporate plan - Fast Forward: The Plan to Modernize New York City Transit.

### FREELANCE DESIGNER

Friends of the Highline, NY | Jun – Aug 18

- Created graphics and layouts that support and enhance learning content.
- Consulted with and provided recommendations to clients on the most appropriate book design options.
- Monitored production schedule while complying with the assigned budgets and tasks.

### DESIGN INTERN

Quadrant 4 Systems, NY | May – Aug 16

- Arranged email and landing page creation for “marketing pushes” to elevate visibility in the market.
- Designed case studies for various brands to communicate how products are used by customers.

### DESIGN INTERN

OMGwhen, Tel Aviv | Aug 14 – Aug 15  
Event Technology Startup

- Collaborated with the web development team to ensure technical feasibility and correct design implementation.
- Worked closely with the product manager on ticketing and event pages redesign to improve overall experience.

## EDUCATION

### MFA - DESIGN AND TECHNOLOGY

Parsons School of Design,  
The New School | May 18  
Graduated with Honors

### BA - FINE ARTS

Penn State University | May 14  
Minor in Art History

## SKILLS

### DESIGN

- Sketching and Rendering Wireframes, Design Research, Prototyping, Wireframing, Motion Design, Product Concept, Ideation

### CODE

- HTML, CSS, Javascript, Arduino

### TOOLS

- Adobe CS (PS, ID, AI, AE), Sketch, Craft, Framer  
Invision, Principle, Marvel, Rhinoceros