



DANIELLE SOBEL

DESIGNER

 dvsobel.com

 dvsobel@gmail.com

 [dvsobel](#)

 (914)-907-0771

SUMMARY

Collaborative, enthusiastic and well-rounded designer with a high level of attention to detail. Passionate about creating web designs for web and mobile devices. Designing for private, public, and non-profit organizations focusing on user experience design, digital design, and graphic design.

EDUCATION

- **PARSONS SCHOOL OF DESIGN
THE NEW SCHOOL**
New York, NY | May 2018
MFA Design and Technology
Graduated with Honors
- **PENN STATE UNIVERSITY**
University Park, PA | May 2014
BA Visual Arts
Minor in Art History

SKILLS

- **DESIGN**
Interaction Design
Visual Design
Web Design
Data Visualization
Wireframe
Prototyping
Usability Testing
- **PROGRAMMING**
Git/GitHub
HTML5/CSS3
JavaScript
p5.js
- **SOFTWARE**
Photoshop
Illustrator
InDesign
XD
Sketch + InVision
Principle
MailChimp

EXPERIENCE

- **DARCMATTER—*Freelance Graphic and Web Designer***
New York, NY | March 2019 – Present
Design, implement layouts, and interactions for the website from initial conceptualization to launch. Responsible for all printed and digital marketing collateral. Create and manage internal and external marketing email campaigns with MailChimp software.
- **HEALTHCASTS—*Web Designer (contract)***
New York, NY | May 2019 – July 2019
Worked collaboratively with a developer and designer as a member of the media team to design and code web, mobile, tablet, and email experiences for doctors to learn about pharmaceuticals distributed by clients Eli Lilly, Boehringer Ingelheim, and more.
- **MTA, NEW YORK CITY TRANSIT—*Design Assistant***
New York, NY | June 2017 – May 2019
Discovered and leveraged customer insights to create a better onboarding experience; Responsible for designing brand identity available to 40,000+ employees. Delivered design solutions to the team and stakeholders while following all projects beyond delivery to support the organizations vision.
- **THE FRIENDS OF THE HIGHLINE—*Freelance Designer***
New York, NY | June 2018 – August 2018
Created print-ready layouts and booklet designs for professional development while managing the project timeline and complying with the assigned budgets and tasks.
- **QUADRANT 4 SYSTEMS—*Design Intern***
New York, NY | May 2016 – August 2016
Designed 50+ design templates, increasing productivity, that reduced production time by 6 hours per week.
- **OMGwhen—*Design Intern***
Tel Aviv, Israel | August 2014 – August 2015
Event Technology Startup
Identified and fixed usability issues and designed responsive web and mobile experiences for ticketing and event pages for the website.