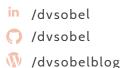
DANIELLE SOBEL

UX DESIGNER

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ABOUT ME

UX Designer living in New York City, a recent Masters graduate in Design & Technology at Parsons School of Design (May 2018). Work focuses on user-centered designs that result from careful research and strive to create seamless product experiences. Skilled at Prototyping, User Research, and Visual Design.

EXPERIENCE

DESIGN INTERN

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

- Designing web and print-ready creative and promotional materials for the department.
- Creating and implementing design research methods to seek solutions to support the corporate plan - Fast Forward: The Plan to Modernize New York City Transit.
- Streamlining the onboarding process for new hires by developing and designing online forms.

DESIGN INTERN

Quadrant 4 Systems, NY | May 16 - 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.

MARKETING AND DESIGN INTERN TVibes, Tel Aviv | Oct 15 - Jan 16

- Brainstormed innovative concepts and ideas with colleagues for branding to improve recognition.
- Provided graphical support for blogs, websites, and social media to promote the company.
- Created user experiences and user interfaces for apps (IOS, Android, Web, Tablet, etc.)

DESIGN INTERN

OMGwhen, Tel Aviv | Aug 14 - Aug 15

- 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

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, Processing, P5.js, Node.js, Socket.io, Unity

TOOLS

- Adobe Tools (PS, ID, AI, AE), Sketch, Craft, Framer Invision, Principle, Marvel, Rhinocerous