

# DANIELLE SOBEL

## PRODUCT DESIGNER

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## ABOUT ME

Product Designer living in New York, currently a Masters candidate in Design & Technology at Parsons School of Design (graduating in 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 UX.

## EXPERIENCE

- **DESIGN INTERN**  
MTA, New York City Transit (NYCT), NY | Jun 17 - Present
  - Designing pixel perfect web and print-ready creative materials for the department.
  - Creating and implementing research methods to seek solutions for designs.
  - Creating wireframes, flows, comps, prototypes, and production assets to effectively communicate interaction and design work and validate ideas.
- **DESIGN INTERN**  
Quadrant 4 Systems, NY | May 16 - Aug 16
  - Arranged email and landing page creation for "marketing pushes" for various brands.
  - Designed and developed case studies, white papers, brochures, folders and inserts, and presentations.
- **MARKETING AND DESIGN INTERN**  
TVibes, Tel Aviv | Oct 15 - Jan 16
  - Provided graphical support for blogs, websites, and social media to promote the company.
  - Brainstormed innovative concepts and ideas for branding.
  - Designed landing pages, iOS and Android applications, presentations, banners, and emails.
- **DESIGN INTERN**  
OMGwhen, Tel Aviv | Aug 14 - Aug 15
  - Created a visual language for company website.
  - Collaborated with the web development team to ensure technical feasibility and correct design implementation.

## EDUCATION

- **MFA - DESIGN AND TECHNOLOGY**  
The New School | Expected May 18
- **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, Node.js, Github
- **TOOLS**
  - Adobe Experience Design, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe AfterEffects, Sketch, Invision, Principle, Marvel, Processing, P5, OpenFrameworks, Unity