

DANIELLE SOBEL

UX DESIGNER

<http://dvsobel.com> | dvsobel@gmail.com
(914)-907-0771

 /dvsobel

 /dvsobel

 /dvsobelblog

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, Rhinoceros