



# DANIELLE SOBEL

Senior UX Designer and Researcher

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 dvsobel

 (914)-907-0771

## Summary

Senior User Experience Designer and Researcher with a passion for improving the lives of others through design and constant learning. Experience includes but not limited to private, public, and non-profit organizations.

## 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**  
Accessibility and inclusive design  
Card sorting  
Design thinking  
Design systems  
Iterative prototyping  
Usability testing  
User research (remote and in-person)  
Wireframing  
Workshop facilitation  
Voice of the Customer (VOC)
- **CODE**  
HTML  
CSS  
JavaScript
- **SOFTWARE**  
Adobe Creative Cloud  
Axure  
Figma  
Miro  
Sketch  
Principle

## Experience

- **VERISK – Senior UX Designer and Researcher**  
Jersey City, NJ | October 2019 – Present
  - Practicing Design Thinking within an Agile Framework.
  - Partnering with Product Owners to develop OKRs and KPIs to define product success metrics.
  - Leading user research activities such as remote usability testing, card sorting workshops, and whiteboarding.
  - Designing for and managing the team's design system in Figma while following accessibility guidelines.
  - Working closely with analysts, developers, product managers, and stakeholders to ship accessible, user-centric, and pixel perfect, user experiences.
- **DARCMATTER – Freelance Designer**  
New York, NY | March 2019 – March 2020
- **QUARTZ – Digital Designer (contract)**  
New York, NY | August 2019 – October 2019
- **HEALTHCASTS – Web Designer (contract)**  
New York, NY | May 2019 – July 2019
- **MTA, NEW YORK CITY TRANSIT – Design Assistant**  
New York, NY | June 2017 – May 2019
- **THE FRIENDS OF THE HIGHLINE – Freelance Designer**  
New York, NY | June 2018 – August 2018
- **QUADRANT 4 SYSTEMS – Design Intern**  
New York, NY | May 2016 – August 2016
- **OMGwhen – Design Intern**  
Tel Aviv, Israel | August 2014 – August 2015  
Event Technology Startup