

# DANIELLE MARIE

DIGITAL PRODUCT DESIGNER

daniellemarie.info  
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**Research-driven product designer working to create accessible, human experiences.**

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## EXPERIENCE

### Self-Employed Product Designer

Design digital products and services balancing both users' needs and business objectives. Adapting to project needs, I work either as an independent consultant or an integrated part of a larger team. My role generally includes some or all of the following:

- Assess the product landscape and prepare a competitive analysis
- Define goals and outline metrics of success
- Perform user research and usability testing throughout the design cycle
- Ideate, sketch, create user journeys and prototype
- Design UI, explore visuals, animate interactions, ADA compliance review
- Collaborate with development teams

**Select Clients** Bond, GSK, Sapient, Beyond Curious, Mavenlink, Stylehaul, HueGroup,

Independent Consultant and Freelance Designer since 2009–Current

### McKinsey & Company Lead UX Designer

Designed a digital return experience for Optoro. Merged consumers' ease and customer retention for retailers with features such as promoted targeted exchanges and a repurchase plan. Strategized with multiple stakeholders. Evolved the design system, iterated after from biweekly user-testing sessions, sprint planned and onboarded junior staff.

Freelance through Studio Lekker | 09.21–11.21 | Remote

### McKinsey & Company Senior UX Designer

Designed products for Verizon Wireless and BD Medical. Created pre and post FDA approval sites to bring the Veritor-At-Home Covid testing kit to market under a tight deadline. Managed UX, visual design and ADA compliance reviews. Collaborated with Grey's global branding team.

Freelance through Studio Lekker | 05.21–07.21 | Remote

### Google Interaction Designer

Collaborated with the Shopping Ads team to integrate variables into product ads and explore organizational frameworks. Designed desktop and mobile flows. Created reference decks and participated in design workshops.

Freelance through Creative Circle | 08.20–04.21 | Remote

### Deloitte Digital Senior UI Designer

Designed responsive features for UBS Bank's wealth management portal. Created an informative dashboard for financial services. Strategized with overseas clients to understand requirements and limitations. Expanded extensive brand guidelines. Integrated new design patterns into the design system.

Freelance through Solomon Page | 01–07.20 | NY, NY

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## SKILLS

- Take products from concept through to execution.
  - Translate requirements into actionable UX deliverables (such as outlines, personas, user flows, storyboards and wires).
  - Validate new features through research.
  - Design and animate UI, including creating pattern libraries in Figma.
  - Present research and ideas clearly and create an atmosphere open to feedback.
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## EXPERIENCE (CONT.)

### Rimeto Senior Product Designer

Designed new features for an enterprise directory product with complex business rules. Worked on product UX, marketing and customer pitches as sole designer.

Independent Consultant | 05-10.2019 | Remote

### WhoYouAre Pro Product Designer

Created IA, UX and UI for a platform that connects stylists and designers. Merged the founder's aesthetics with a user-friendly experience and the functionality needed for both shopping and selling. Interviewed stylists and created rough UI patterns to expedite prototyping and testing.

Freelance through Robert Half | 03-09.2016 | LA, CA

### eHarmony Senior UX Designer

Analyzed user feedback to improve the experience of Elevated, a new career tool in beta. Pivoted product from focus on job seekers to enterprise companies. Implemented new features and redesigned the experience. Presented to multiple stakeholders from eHarmony and Elevated.

Freelance through Artisan Creative | 06-10.2015 | LA, CA

### Sony BMG/Dada Entertainment Product Designer

Designed and shipped a subscription-based music store. Created UX/UI on the store experience aimed at kids and preteens. Conducted UX testing sessions.

2007-09 | NY, NY

## SELECT PROJECTS

### Project Management Platform

Led research and design on an internal tool to manage workload for Stylehaul. Created features to meet Campaign Managers' responsibilities. Conducted comprehensive staff interviews to understand pain points and needs. Developed IA documents, pattern library and invasion prototypes. 2017

### HueGroup Color Tools

Created a tool to search color details. Designed an experience that turns complex color analytics into actionable information for businesses. 2015

### The Company You Keep Movie Site

Designed and coded an interactive site for Mixed Media's client Sony. Won 2013 Gold W3 Award. 2012

## EDUCATION

Parsons School of Design 04-06  
Design + Technology Undergrad

City College of San Francisco 00-02  
Photography