



DANIELLE JOHNSON: *danielledesign.com*

I'm a multidisciplinary designer with a strong background in visual design. I thrive on collaboration and enjoy creating delightful experiences with thoughtful ideas and solutions.

Skills

User experience design
Visual design
Illustration
Brand creation and management
Responsive and native apps
Usability testing
Prototyping
Project management
Adobe Creative Suite
Sketch
InVision
Zeplin
Principle

Education

ART INSTITUTE OF SEATTLE

Associates Degree | 2004
Graphic Design

SCHOOL OF VISUAL CONCEPTS

Ongoing coursework

Awards

DOWNTOWN SEATTLE ASSOCIATION

- Webby winner
- MarCom - gold
- Totem award

UNIVERSITY OF MARYLAND

- Webby nominee

WASHINGTON STEM

- MarCom - platinum
- Davey - gold

Experience

MOBILE UX DESIGNER PicMonkey | 2016 - 2018

- Lead mobile designer responsible for feature work from concept to completion
- Worked closely with product, dev, and QA to keep feature releases on schedule
- Fostered collaboration on team and worked closely with other designers, developers, and product stakeholders
- Trained and art directed junior and contract mobile designers
- Assisted with usability testing and data collection
- Led mobile rebrand effort to create a more polished and cohesive experience
- Provided visual expertise and art direction for .com rebrand
- Created a series of spot illustrations used throughout company; mobile, .com and marketing

UX DESIGNER Microsoft, Store | 2014 - 2016

- Worked closely with e-commerce team and devs on feature page creation
- Collaborated with team to build product configurator for surface
- Led UX efforts in affiliate program redesign
- Created composite imagery for feature products and pages
- Assisted with controls for "one UI" product refresh

ART DIRECTOR Frause | 2009 - 2013

- Lead designer responsible for UX/UI, print, branding, and illustration projects
- Fostered relationships with vendors, devs, copywriters, photographers print reps, and designers
- Managed 5-10 projects at a time - from concept to completion
- Art directed and mentored interns and junior designers
- Worked closely with Creative director on deadlines and creative reviews
- Led kickoffs, brainstorming sessions, concept reviews, and client presentations

GRAPHIC DESIGNER Shoreline Bank | 2008 - 2009

CREATIVE DESIGNER Macy's | 2007 - 2008

GRAPHIC DESIGNER EnviroIssues | 2004 - 2007

GRAPHIC DESIGNER MinuteMan Press | 2004

FREELANCE danielledesign.com | 2003 - Present