dana lynn

INTERACTION DESIGNER

PORTFOLIOS
uxdesignexperiments.com
danalynnstudio.com
tinyurl.com/parisianflea

MOBILE +1 (970) 682-8223
EMAIL danalynn.uxde@gmail.com
LINKEDIN linkedin.com/in/danalynn1
TWITTER @DanaLynnUXde

Multidisciplinary Interaction Designer experienced with design thinking, qualitative research, information architecture, wire-framing, protoyping, and usability. I am passionate about translating customer insights into actionable outcomes tailored to meet core user needs. I am also a design educator and mentor to students who are crossing over into the user experience design field from other career disciplines.

RELEVANT EXPERIENCE

USAA / Creative Designer I
2016 - Present

Designer for financial services corporation serving the U.S. military. Responsible for creating solutions that align with business strategies and user needs. Practice areas include: qualitative research, information architecture, wire-framing, and prototyping.

CAREER FOUNDRY / Senior Mentor UX & UI
2015 - Present

Senior mentor to students enrolled in design boot camp. Responsible for providing guidance to students regarding best practices in user research, rapid prototyping, usability, and career marketing.

HEWLETT PACKARD ENTERPRISE / Sr. Experience Designer & Usability Engineer
2015

Provided internal UX design consulting to business groups including financial services and IT. Performed heuristic evaluations for enterprise applications and provided recommendations for enhancements. Lead UX Architect for Telecom project involving call center operators. Design contributor for HP's Application Style Guide.

HEWLETT PACKARD / Interaction Design Engineer
2012 - 2015

Interaction Designer for award winning data center management application. Provided wire-frames to development teams. Gathered and interpreted user requirements. Participated in Agile software development practices and rituals. Mentored developers crossing over into UX design. Lead usability coordinator and product tester.

MINDSTREAM YOGA / Art Director
2011 - 2014

Art Director for local startup full service yoga and fitness studio. Designed and developed brand identity and marketing strategy from the ground up. Designed campaigns for grand opening and teacher trainings. Designed and produced business collateral, promotional products, advertising, website, and newsletters.

SPECIAL PROJECTS

HEWLETT PACKARD ENTERPRISE / Lead Conference Designer Coordinator for HPUXD Summit '15   2015
Designed and coordinated the inaugural User Experience Design Summit for Hewlett Packard held in
Palo Alto, CA. Created content strategy for workshops, speakers, and innovation fair. Promoted event through
branding and marketing effort. Designed website, newsletter and mobile event app.

PARISIAN FLEA / Mobile Experience Designer   2015
Designer and researcher for boutique travel app targeting Paris Flea Market travelers. Developed a design
strategy informed by competitive analysis and qualitative research. Created user personas, task analysis, and
wire-frames. Conducted usability testing and delivered final mobile prototype.

ADDITIONAL EXPERIENCE

EBWAY CREATIVE / Web Designer/Developer   2011 - 2012
Web designer and developer for local boutique agency.

PEARSON NORTH AMERICA / Web Content Specialist   2011 - 2012
Web Content Specialist for eCollege education platform.

BEYER BLINDER BELLE / Senior Graphic Designer   2007 - 2010
Senior Graphic Designer for NYC based architectural firm.

DANALYNNSTUDIO / Freelance Graphic Designer   2004 - 2007
Freelance graphic designer for local design studios, advertising agencies and local clientele.

EDUCATION

MASTERS OF HUMAN COMPUTER INTERACTION (HCI) / 2014 - 2015 – Iowa State University
BACHELOR OF FINE ARTS IN COMMUNICATION DESIGN / 2008 - 2010 – Parsons The New School for Design, NYC

METHODOLOGIES

Design thinking, contextual interviews, card sorting, surveys, journey mapping, service design, information architecture,
wire-framing, rapid prototyping, usability testing, competitive analysis, heuristic evaluations, scenarios, personas, task
flows and Agile software development.

TOOLS

Adobe Creative Suite, Sketch, InVision App, UX Pin, Balsamiq, Axure, Lucid Chart, Omnigraffle, Visio, Microsoft Office,
Optimal Workshop, Loop11, Usertesting.com, Proto.io, WordPress, SharePoint, HTML 5, CSS3, jQuery, JavaScript,
PHP, MySQL, Git, SVN.