

# DANNI FREEDMAN

UX/UI DESIGNER, New York City

## WORK EXPERIENCE

### UX/UI and Visual Designer (Freelance) / SpaceLab

May 2022 - PRESENT (REMOTE, NYC)

- Collaborating across agile teams of data scientists, developers, and key stakeholders to support business objectives, satisfy user needs while understanding development constraints
- Scope of work includes user research, user personas, develop user flows, visual design, low to high fidelity wireframes, prototyping and usability testing across responsive mobile and web design

### UX/UI and Content Designer (Contract) / Pretzel Kids

DEC 2021 - PRESENT (REMOTE, NYC)

- Collaborate with cross functional teams, stakeholders and developers to deliver user solutions and UX methodologies
- Working directly with CEO redesign and restructure content on the website to communicate the new B2B model, balance user and business goals
- Create information architecture of the website based on research analytics, usability testing and feedback
- Scope of work includes user research, create personas, develop user flows, wireframing, prototyping, create low to high-fidelity mockups and testing usability
- Create and maintain UI components that impact Design System and site first branded content across product

### Digital Graphic Designer (Full-Time) / Hosiery Network

DEC 2019 - JAN 2021 (HYBRID, NYC)

- Design digital branding with typography, color and imagery with Adobe Creative Suite to best fit user goals and needs while balancing company aesthetic and branding

## DESIGN PROJECTS

### Print and Digital Designer (Part-Time) / Cartiste by Danni

JAN 2021 - PRESENT (REMOTE, NYC)

- Designing user-centered digital media based on typography, color and imagery to best fit user goals
- Conducting user research for brand identity and implementing through social media platforms
- Manage social media content creation, marketing campaigns, customer relations, design consultation, acquisition, finance, and brand awareness.

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## EDUCATION

**General Assembly**

UX Design Certification

**Fashion Institute of Technology**

Graphic Design Certification

**Philadelphia University**

Bachelors in Fashion Design

## SKILLS

Visual Design

Content Design

Prototyping

Wireframing

User Flows

User Research

Usability Testing

Branding

## TOOLS

Figma

Axure

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe InDesign

Adobe Premiere

Miro

Maze

Optimal Sort

Basic HTML/CSS