

danielle johnson

Danielle Johnson, Experience Designer

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(757) 822-8309

EXPERIENCE

UX Design Intern, WONGDOODY

Los Angeles, CA | June 2019 — Aug 2019

- Conducted user research and interviews to better design for clients' audiences
- Supported art directors, strategists and writers on team based work
- Produced immersive experiences for Starbucks' mobile and web interfaces using Sketch
- Wireframed and prototyped new solutions to design products for Adidas using Figma and Cinema 4D

Freelance Art Director, DC Beings

Washington D.C. | August 2018 — present

- Created innovative digital content such as display ads and animations
- Collaborated on multi-disciplinary teams to bring new ideas to life
- Worked with copywriters to streamline marketing

UX Designer, Alpha Kappa Alpha Sorority, Inc

Richmond, VA | May 2019 — present

- Produced wayfinding assets for the International Boule and Mid-Atlantic regional conferences
- Managed the user flow of event setup
- Created unique designs for digital and print distribution assets

EDUCATION

VCU Brandcenter - May 2020

M.S. Business: Experience Design

Virginia Commonwealth University - May 2018

Bachelor of Interdisciplinary Studies: Arts & Media

VCU da Vinci Center - May 2018

Product Innovation Certificate

SKILLS

Visual Design
Illustration
User Research
Image & Video Editing
Social Media Marketing
Storyboarding
Strategy Development
Product Design
Design Thinking
Rapid Prototyping
Augmented & Virtual Reality

TOOLS

Adobe Suite
Sketch
Spark AR
Cinema 4D
InVision
Final Cut Pro
Figma

ACCOMPLISHMENTS

Diversity Trainer: VCU Qatar

2019 MAIP Scholar

2020 Young Ones Winner