DANIELLE FORTIER

UX DESIGNER | UX RESEARCHER

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SKILLS

Design

Ideation and workflows
User journeys
Lo-Fi Wireframing
Hi-Fi Mockups
Interaction design
Rapid prototyping
Design systems
Mobile design
Information architecture
Web and graphic design
Sketch, Figma, Axure, Balsamiq
Adobe Creative Suite

User Research

Interviews and surveys
Usability and concept testing

Programming

Strong - HTML, CSS, Bootstrap Framework, Wordpress Familiar - Javascript, SASS, LESS Git, SVN

Other

Project management Agile

EDUCATION

B.S Computer Information Systems B.A Art, Graphic Design focus

Buffalo State College - 2008 - 2010

A.A.S Fine Arts

Niagara County Community College - 2006

EXPERIENCE

Cognizant Softvision - UX Designer Aug 2018 - Aug 2020 West Palm Beach, FL

Cognizant Softvision is a digital solutions firm focused on helping clients create impactful digital products for multiple business industries.

- Part of a full stack team responsible for improving and redesigning an enterprise project management system for a Big Four auditing firm
- Responsible for UX design and research creating surveys and interviews, user journey maps, user flows, lo-fi design (wireframing), and hi-fi design (mockups and interactive prototypes)
- Lead 1:1 client discovery and brainstorm sessions
- Lead UX team collaboration brainstorm and review sessions
- Developed multiple team project task management process strategies
- Provided onboarding support and guidance for junior team members on client expectations, process and team structure

Localedge - UX/UI Designer

May 2014 - Jul 2018 Buffalo, NY

LocalEdge, a Hearst Media Services Company, offers a full line of digital products that help customers or businesses of any size, reach and interact with today's consumers.

- Lead the UI redesign for Localedge marketing suite and dashboard on a legacy platform
- Worked with product managers and internal users to develop workflows and user journeys
- Lead team discovery and collaboration sessions
- Designed and developed their first design system
- Introduced a structured design process incorporating Lo-Fi to Hi-Fi deliverables

AdsOn5th - Web Designer

Jul 2013 - Mar 2014 Orchard Park, NY

AdsOn5th was a pay-per-click advertising firm that offered extensive PPC research and management to increase the ROI of each client's online marketing program.

- Responsible for the UI design and development of multiple websites intended for gaining organic traffic to host client ads
- Developed several social media strategies to market these websites to gain organic traffic
- Built and managed a user friendly content distribution process for non-technical team members to post and edit content easily

Campus Labs - UX/UI Designer

Jun 2012 - Apr 2013 Buffalo, NY

Campus Labs developed a platform that offers integrated software and cloud-based assessment tools for higher education.

- Worked on the UX and UI design of multiple applications part of an enterprise suite
- Individually executed research and redesign of a legacy project management tool
- Continuously collaborated with developers and QA in conjunction with product managers and stakeholders on designs to meet client needs

Gelia Wells & Mohr - Front-end Developer (contract) May 2012 Buffalo, NY

Gelia is a marketing firm who provides marketing strategies, sales enablement and technology services to multiple business industries.

- Coordinated with multimedia team to implement new designs for client web projects
- Responsible for front-end development of the UIs based on the designer's mockups

Roswell Park - Web Architect

Jun 2010 - Mar 2012 Buffalo, NY

Roswell Park is a cancer research and healthcare institution dedicated to finding ways to prevent and cure cancer.

- Contributed to the design and development of Roswell's child website, yRoswell as an intern, continued on the project as a full time employee
- Instrumental in the maintenance and construction of existing and new pages in Roswell's main website, along with other child sites using the Drupal CMS platform
- Coordinated with stakeholders and conducted user surveys and interviews