



Danielle Spence

Product Designer

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Experience

Product Design Consultant | UXDesignDani

April, 2022 - Present / Austin, Texas

- **Design Lead:** Design thinking and analytical storytelling were used to create a 55-inch interactive touch table for COP28, the world's largest annual climate summit.
- **Usability Testing:** Engaged with 20+ customers through user research and testing to inform product design decisions and market fit.
- **Product Design:** Led end-to-end design for a 7-figure ARR fintech investment startup that had a 100K monthly active users.
- **Rapid Prototyping:** Accelerated project developments through rapid prototyping, facilitating quick iteration and validation of design concepts.
- **SaaS App Design:** Designed and improved a new feature onboarding flow (Android and IOS) for a Midwest energy app, serving over 4.7 million customers.

Founder & Product Lead | InterLace

Sep, 2021 - Feb, 2023 / Miami, Florida

- **Storytelling:** Conceptualized and delivered a personal storyline that secured \$200k in funding from prominent blockchain entities.
- **Lean UX Design:** Led team to build MVP in 2 months by consolidating workflows, developing Figma designs, and crafting user research.
- **Client Engagement:** Formed strategic partnerships within the web3 ecosystem, including Tezos incubator, Near, Aurora.

UX Product Designer | AHIMA

June, 2019 - Dec, 2021 / Chicago, Illinois

- **Agile Implementation:** As the first ux designer, implemented ux design best practices across the organization leading to +300% increase in online visitors and a 22% in session duration.
- **Data-Driven Design:** Applied data and user feedback to drive design decisions around product improvements, achieving an 80% increase in user satisfaction and engagement.
- **Ideation Sessions:** Facilitated design sessions to inspire creativity, foster alignment, and generate innovative solutions to complex problems.
- **Design Systems:** Created and implemented a Design System which ensured visual consistency and increased efficiency across our applications.

Skills

Design

UX strategy
User flows
Concept sketches
Experience mapping
Wireframes
Prototypes
UI Mockups
Interaction design
Design systems
Branding

Research

User interviews
Usability testings
Persona hypothesis
Competitor analysis
Tree testing

Tools

Design

Figma, Adobe XD
Sketch, Miro, inVision,
ProtoPie, Keynote,
Zeplin, Photoshop

Research

UserTesting, Hotjar,
Google Optimize,
Userlytics, Dove Tail

Education

Florida A&M University

Bachelor of Fine Arts,
Aug 2009 - May 2012