Danielle Zusman

User Interface Designer | daniellezusman.com
(503) 460-7403 | danielle.zusman@gmail.com

Experience:

GoSite, San Diego – *Web Design Intern*
December 2018 - September 2019
• Utilized information architecture and user research to design unique websites for hundreds of clients
that succesfully increased user engagment
• Gained technical and interpersonal experience by providing customer support

GradTrain, Jerusalem – *UX Design Intern*
June 2018 - August 2018
• Conducted user research to develop wireframes and prototypes of user facing tools on Sketch
• Coordinated with the software team to implement updates to the app and website

UCSD Design Lab - Hyundai Mobility - *Undergraduate Research Assistant*
November 2018 - February 2019
• Collected user research to create user scenarios and produce collaborative storyboards and task flows
• Synthesized the knowledge to create create prototypes within the scope of micro mobility and automated vehicles that were presented to Hyundai

Design For America, UC San Diego - *President*
October 2016 - Present
• managed 12 members of the executive board to maintain day to day functions of the organization including design education, finances, and human capital
• Advised five projects on how to implement the human centered design process for social innovation

Triton Consulting Group, UC San Diego - *VP Marketing*
October 2018 - Present
• Produced marketing materials and maintained multiple social media accounts in order to successfully increase member recruitment by 25% and promote member retention

Adolescent Brain Cognitive Development Lab - *Undergraduate Research Assistant*
September 2017 - January 2018
• Investigated the longitudinal development of adolescents by assisting with MRI scans and preparing participants for user testing

Projects:

Schoolhouse Ghana - Global Ties - *Co-Team Lead*
January 2019-March 2019
• Developed a plan to implement user testing on the previous website design
• Designed a second iteration of the website that was presented to our community partners
• The project will be set up at the partner primary school in Ghana through the Godfred's foundation.

Learning Equality Design Sprint - *Creator/Organizer*
January 2019-April 2019
• Organized a design sprint in partnership with the nonprofit Learning Equality in order to foster social impact driven innovation within the local design community

Skills:

User Experience Design, Human Factors Design, Wireframing, Prototyping, User Testing, User Research, User Journeys, Personas, Storyboards, Task Flows, Human Centered Design, Scenarios, Business Consulting Training

Education:

University of California, San Diego - *June 2020*
Bachelor of Science
Cognitive Science - Human Computer Interactions
GPA: 3.6

Tools:

Sketch, Figma, InVision, Illustrator, Photoshop

Awards:

Provost Honors, Spring 2018 - Fall 2019