

Danielle Dallavalle

UX/UI DESIGNER

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PROFILE

I'm an experienced Graphic Designer shifting my career to User Experience Design (UX). I've spent my last 15+ years helping organizations create visually appealing designs for digital and print that solve problems, build brand equity and grow revenue. Although I have enjoyed success as a designer in Marketing and Technology, I felt a strong desire to explore new challenges in UX. With a passion for creating meaningful experiences for people, I have decided to complete my UX Design diploma with BrainStation. My prior work and education have significantly contributed to my understanding of this field and I'm excited to apply my new skills and knowledge to my future work in UX.

SKILLS

Figma, FigJam, Illustrator, Photoshop, InDesign, G-Suite, Slack, Zeplin, Sketch

EXPERIENCE

Marketing & Design Specialist | Autozen

MAR 2022 - MAR 2023, VANCOUVER, BC

- Contributed to the UX improvements of our product, wrote and designed our Van UX Awards submission brief and product flows presentation that helped Autozen to win Best Retail or E-commerce project in April 2023.
- Minimized customer drop-off at each touchpoint to grow the company's conversion rates.
- Ideated and designed collateral for the Marketing, Sales and Operations teams.

Creative Manager, Designer | Speed Shift Media

MAR 2012 - APR 2018, NEW WESTMINSTER, BC

- Designed and led the execution of local marketing initiatives by working closely with Marketing and Sales teams.
- Coordinated the client management of our co-op advertising program, summarized research and implemented a digital library of assets and guidelines.

Digital Designer | Freelance

APR 2006 - PRESENT, VANCOUVER, BC

- Provides services for art direction, design, and consultation

EDUCATION

BrainStation | Diploma, User Experience Design

APR 2023 - JUN 2023, VANCOUVER, BC

British Columbia Institute of Technology | Certificate: New Media Design & Web Development

APR 2005-2006, BURNABY, BC - Graduated with Honours

Emily Carr University of Art and Design | Bachelor of Fine Arts

SEP 1999-2003, VANCOUVER, BC

PROJECTS

UX Designer | BrainStation

JUN 2023, BRAINSTATION/CAPSTONE

- Mobile app for iOS - Pickleball: a sport explodes - Finding opportunities of digital innovation for a rapidly growing sport.

JUN 2023, BRAINSTATION x MICROSOFT CANADA/ 24HR HACKATHON

- Mobile app for iOS - Identity Manager: Putting users in control of their data