DANNY VASQUEZ

UI/UX DESIGNER

CONTACT

📱 515-230-2736

✉ danny@vasquez.co

🌐 www.vasquez.co

📍 839 County Road 750, Athens, TN 37303

SKILLS

User Research
Wireframing
Prototyping
Usability Testing
Hi-Fidelity Design
Presentation
Problem-Solving
Collaboration

EDUCATION

B.S. in Art
Biola University
1995-1998

NN/G Courses:
Discovery: Building The Right Thing
Mobile User Experience

TOOLS

Figma
Sketch
XD
Jira
Confluence
Treello
Lucid Chart
UserZoom
Pendo
Adobe Illustrator
Adobe Photoshop
Google Products
Microsoft Office

WORK EXPERIENCE

Senior UI/UX Designer

WorkHound   2022-2024

- Operated as the sole designer for a small startup
- Led a comprehensive redesign of the existing SaaS product
- Collaborated with Product and Engineering teams to build a real-time Analytics platform informed by user research and testing
- Conducted user interviews in order to create user personas
- Designed and maintained a product style guide
- Educated colleagues on user research techniques and best practices

User Experience Designer

Hy-Vee, Inc.   2020-2022

- Operated as a UX generalist within a larger UX team
- Conducted various user research techniques including: user and stakeholder interviews, ideation workshops, user surveys, and remote user testing to understand employee needs and complex problems associated with an internal tax maintenance application
- Used a variety of user research methods to inform an intuitive design solution that allowed Store Directors the ability to complete their paysheets independent of corporate accountants that saved the employees hours of work which in turn saved the company money
- Collaborated with team members to research and design for multiple internal web applications that improved the employee experience for Support Services and reduced fines and penalties associated with Sales Restrictions compliance
- Led design efforts to redesign the careers experience on the company website helping potential new employees find and apply for jobs

Designer, Commerce

Meredith Corporation   2019-2020

- Operated as the lead designer for People Coupons
- Provided responsive web-based designs to enhance user engagement for PEOPLE brand's online experience, with a primary focus on designing and launching a simpler way for readers to reduce costs on online purchases though a branded promo codes website
- Collaborated with the full Commerce team, offering design services for other Commerce initiatives as needed

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REFERENCES

Kim Shelton
Head of Product, WorkHound
(423) 785-7302
kim@workhound.com

Grant Kimm
Assistant VP Digital Product and UX
(515) 868-7286
grantkimm@hotmail.com