

dana lynn

EXPERIENCE DESIGNER

PORTFOLIOS

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@DanaLynnUXde

Generalist, design collaborator and branding whiz kid that thrives best when engaged in multiple aspects of user experience design projects. I am particularly interested in growing in the areas of design research, design culture and mobile experience design.

RELEVANT EXPERIENCE

TONIC 3 (UX division of W3) / Principal Designer

2015 - Present

In-house consultant for UX Design firm servicing large corporations and Fortune 500 clients.

PARISIAN FLEA / Mobile Experience Design

2015

Designer and researcher for boutique travel app targeting Paris Flea Market travelers.

- User Interviews
 - Persona Development
 - Mental Models
 - Task Analysis
 - Mobile Prototyping
 - Usability Testing
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HEWLETT PACKARD ENTERPRISE / Lead Conference Coordinator for HPUXD Summit '15

2015

Designed and coordinated the inaugural User Experience Design Summit held in Palo Alto, CA.

- Design Thinker & Facilitator
 - Content Strategist
 - Event Planner
 - Marketing & branding
 - Event promotions
 - Website, newsletter, mobile app
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HEWLETT PACKARD ENTERPRISE / Sr. Experience Designer & Usability Engineer

2015

Designed enterprise applications and provided UX consulting services to internal IT customers.

- Lead UX Architect for Telecom Project
 - UX Consultant for SAP Application
 - Style Guide Contributor
 - Designed Experience Maps
 - Developed Personas
 - Performed Heuristic Evaluations
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HEWLETT PACKARD / Interaction Design Engineer

2012 - 2015

Interaction Designer for award winning data center management application.

- Lead Usability Coordinator
 - Designed Wire Frames
 - Gathered Requirements
 - Collaborated with Remote Teams
 - Performed Product Testing
 - Mentored Designers
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ADDITIONAL EXPERIENCE

MINDSTREAM YOGA / Art Director 2011 - 2014
Art Director for local startup full service yoga and fitness studio.

EBWAY CREATIVE / Web Designer/Developer 2011 - 2012
Web designer and developer for local boutique agency.

PEARSON NORTH AMERICA / Web Content Specialist 2011 - 2012
Web Content Specialist for eCollege education platform.

BEYER BLINDER BELLE / Senior Graphic Designer 2007 - 2010
Senior Graphic Designer for NYC based architectural firm.

DANALYNNSTUDIO / Freelance Graphic Designer 2004 - 2007
Freelance graphic designer for local design studios, advertising agencies and local clientele.

TEXAS INSTRUMENTS / Senior Graphic Designer 2000 - 2003
Designed corporate collateral for education.ti.com.

EDUCATION

MASTERS OF HUMAN COMPUTER INTERACTION (HCI) / 2014 - 2015 – Iowa State University

BACHELOR OF FINE ARTS IN COMMUNICATION DESIGN / 2008 - 2010 – Parsons The New School for Design, NYC

TOOLS

HTML 5, CSS3, jQuery, JavaScript, PHP, MySQL, Git, SVN, Balsamiq, Axure, Adobe Creative Suite, Adobe Business Catalyst, Lucid Chart, Microsoft Office, Optimal Workshop, Loop11, Proto.io, InVision App, Adobe Muse, WordPress
