



danajardell@gmail.com

danajardell.com

Atlanta, GA

I'm a UX designer and researcher who helps teams deeply understand their users and products so together we can deliver innovative experiences that reliably solve problems.

Education

2022

MS Human Computer Interaction, DePaul University

2007

BA Fine Arts, Valparaiso University

Skills

- Communicating with stakeholders
- Conducting interviews
- Information architecture
- Prototyping
- Research methodologies
- Usability testing
- Visual design
- Wireframing

Experience

2022 - present, UX Designer and Researcher, Inzovu

I conduct user research and usability testing; conceptualize user flows, sitemaps, and information architecture; and communicate recommendations and findings to a diverse range of clients.

2020, Marketing Strategist, Atlanta Speech School

I led marketing strategy for an online learning platform to drive awareness, membership, and engagement, ensuring that specific marketing goals and outcomes aligned with overall mission and grant objectives.

2016-2019, Content Editor, Flytographer

As the sole remote employee through various iterations of the on-site marketing team, I copy edited, proofread, and wrote blog content and selected visually engaging photos to supplement written content. I planned, created, and scheduled all social media content with a focus on targeted messaging, growth, and diverse representation.

2013-2015, Content Curator, Chicago Tribune

I was part of a team responsible for finding new ways to tell stories related to innovation, entrepreneurship, and technology in Chicago's rapidly growing startup landscape.

2011-2013, Digital News Producer, Chicago Tribune

I created, edited, and managed online editorial content for Tribune's network of affiliates; helped newsrooms share content; and made editorial judgments about the value, importance, and suitability of news items, photos, and graphics.