DANNYROBLES
dannyrobles.com

me@dannyrobles.com   danny-robles   dribbble.com/dannyrobls

(480) 820-7470

FEATURED AWARDS

Stevie Award
Gold Winner
Vemma Bod•ē Mobile App
Mobile App Category

Communicator Award
Gold Winner
Verve Out! Social Media Campaign
Integrated Marketing

W3 Award
Gold Winner
vemma.com
Best Home Page

EXPERIENCE

UX Strategy Consultant
Feb. 2016 - Present

NEUDESIC

www.neudesic.com
Tempe, AZ

Provide UX leadership, applying design thinking to identify and solve business problems using technology. Work closely with Product, Marketing and Development teams while conducting user research, information architecture, user interface design and frontend development.

Art Director, Product
Jun. 2014 - Dec. 2015

sheknows

www.sheknows.com
Scottsdale, AZ

Work closely with the product team to design and test various user interface elements to drive user engagement. Deeply involved in user interface design, front end development and analytics tracking. I maintained the visual and interactive language for sheknows.com and developed new ad products.

Web Strategy Director
Feb. 2006 - Jun. 2014

VEMMA®

www.vemma.com
Scottsdale, AZ

Direct, design and manage Vemma's interactive media and online strategy consisting of user experience, user interface design, user interface development, email marketing, social media and video production. I worked closely with the branding and development teams to ensure a quality user experience.

Sr. Web Designer
Oct. 2001 - Feb. 2006

PRIMEVIEW

www.primeview.com
Scottsdale, AZ

Designed, developed and managed all projects from start to finish. My duties consisted of conceptualizing and designing the user interface and interactive components using HTML, CSS, Javascript and ASP. I delegated tasks to other members of the team in order to meet the projected deadline.

Education

Bachelor of Arts in
Visual Communication
Graphic Design / Multimedia

Collins College
Tempe, AZ
August 2002

User Experience Design

User Research

- Design Sprints
- Contextual Inquiries
- User Interviews
- Task Analysis
- User Personas
- Journey Mapping
- User Flows
- User Testing & Validation

Information Architecture

- Wireframes
- Sitemaps
- Taxonomy, Ontology, & Choreography
- Storyboarding
- User Flows
- Low Fidelity Prototype

UI Design

- Native App Design
- Web App Design
- Dashboard, Data Visualization
- High Fidelity Prototypes
- Atomic Design
- Style Tiles
- UI Kit Design
- Typography
- Iconography
- Responsive Design
- Grid Layout