

DANIELLE BEECHAM

UX DESIGNER

CONTACT

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EDUCATION

BACHELOR OF ARTS, MAJOR IN INTERNATIONAL RELATIONS

SAN FRANCISCO STATE UNIVERSITY | 2009 - 2013

PRESIDENTIAL SCHOLAR | 2009 - 2013

STUDY ABROAD | NELSON MANDELA

METROPOLITAN UNIVERSITY, PORT ELIZABETH, SOUTH AFRICA | 2012

DEAN'S LIST | 2011 AND 2013



SKILLS

- User research
- Visual design
- Prototyping
- Wireframing
- Content strategy
- Mobile design
- Brand management
- Copywriting
- Photoshop
- Illustrator
- Sketch
- Balsamiq
- Personas
- Agile
- HTML CSS- working knowledge



UX DESIGN TRAINING

SPRINGBOARD UX DESIGN SCHOOL | JAN 2015- MAR 2016

COURSERA: HUMAN CENTERED DESIGN | NOV 2015

COURSERA: SOCIAL COMPUTING | DEC 2015



EXPERIENCE

UX DESIGNER

FREELANCE | MAR 2016 - PRESENT

- **WETECH - Website redesign | Lean UX | Data Visualization | User Testing | Project Management | Personas**
Led the project management and managed the work plan for the launch of WeTech's stand alone website. Curated content and conducted user testing. Developed the visual mockup in Photoshop.
- **EVENTBRITE (independent project) - User Research | Mobile Redesign | Personas | Wireframes | Information Architecture**
Redesigned Eventbrite's user flow to balance the experience for users hosting events. Conducted qualitative interviews, card sorts and user testing. Developed visual mockup in Sketch.
- **DEANGELA.NET - Personal site | Branding | Information Architecture | Graphics | Responsive Design**
Worked with the client to create an updated personal site that showcased the client's diverse skill set in a visually engaging way. Developed an updated visual design in Sketch. Used a combination of Sketch and Illustrator to create flat design timeline.
- **SUNSWARM (pro bono consulting) - Product management | User flow | Content strategy | Mobile Responsive Design**
Worked with co-founders of early stage startup to improve the user flow for solar energy subscribers from sign-up to subscription confirmation. Used Wireframe.cc and Sketch for the visual mockup.



VOLUNTEER

TALENT LOVES US

DEVELOPMENT VOLUNTEER

JAN 2016- PRESENT

INTERNATIONAL DEVELOPMENT EXCHANGE (IDEX)

YOUNG PROFESSIONALS GROUP- EVENTS- CO-CHAIR

MAY 2014 - SEP 2015