paula daneze

INTERACTION DESIGNER

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I am an interaction designer who practices human-centered design to create services, products, and experiences that empower people to live their best lives. My areas of focus and expertise are user experience design, user interface design, service design, design research, and strategy.

PROFESSIONAL EXPERIENCE

New York Post

User Experience & User Interface Design Consultant

JULY 2019–PRESENT

Implementing the user research and user testing framework for the digital design team workflow.

Setting-up the user research and user testing interviews, and delivering the results of insights learned to a presentation to the NY Post stakeholders.

Prototyping and creating wireframes to visual concepts based on the insights gathered during user research and user testing.

Service Design Studio at the Mayor's Office for Economic Opportunity

Service Design Apprentice

MAY 2018–AUGUST 2018

Performed content audit and strategy of the Civic Service Design Tools + Tactics toolkit, to make it more relevant and useful to their users.

Created co-design workshop activities and print artifacts.

Facilitated workshops for project stakeholders and internal design team.

Conducted user research interviews and synthesis of research findings.

Architectural Record & Engineering News-Record magazines

Production & Visual Designer

APRIL 2013–APRIL 2019

Managed production and design of the digital editions of *Architectural Record* and *Engineering News-Record*'s tablet and mobile apps.

Initiated the development of the prototype for *Engineering News-Record*'s mobile digital edition to improve user experience and increase reader engagement.

Americas Quarterly Journal

Art Director

JUNE 2011–OCTOBER 2017

Content strategy and design of the magazine revamp in 2016.

Art directed photographers and illustrators for work that has been recognized by the *Society of Publication Designers* and *American Illustration-American*.

Conducted research and sought feedback of design and editorial teams for the design of articles that resulted in the creation of relevant concepts.

Designed feature and department pages, infographics, media kit, booklets, in-house ads, and website graphics.

EDUCATION

MFA Interaction Design

School of Visual Arts

GRADUATED IN MAY 2019

User Experience Design

General Assembly

APRIL–JULY 2016

Part-time 10-week program

BA, Studio Art/Electronic Design & Multimedia

The City College of New York

GRADUATED IN JUNE 2011

Magna Cum Laude | GPA 3.7

VOLUNTEER

The Design Futures Initiative

Primer 19 Volunteer Staff

3-DAY CONFERENCE/JUNE 2019

SKILLS

User research
User testing
Prototyping
Personas
User journeys
Service blueprints
Site maps
Wireframing
Visual Design
Brand Identity
Facilitating workshops
Public speaking
Photography

Languages

Fluent in Portuguese
Conversational Spanish

Software

Sketch
InVision
Principle
Adobe Xd
InDesign
Illustrator
Photoshop
After Effects
iMovie
Keynote

Code

Python
Arduino
Processing
JavaScript
P5
HTML
CSS