

DANIELLY ALDANA

[portfolio](#) | danielly.aldana@gmail.com | cellular, please text first to (415) 941-8592

Objective / To be a delightful inclusive contributor, team player and global strategic designer, delivering products & assets that are smart, localized, and engaging with emphasis on ADA compliance and inclusion

- ❖ Able to reset & define specific user flows with content deconstruction while keeping in mind to create ongoing templates; honoring MLA/APA copy formats
- ❖ Creator of global component libraries and design standards for shipping, color psychology & cultural sensitivity
- ❖ Responsive Prototyping w/Figma, Adobe XD, Sketch
- ❖ Geo-targeting personalization with emphasis in retail shipping & checkout
- ❖ Post-mortem performance analysis & risk assessment such as ADA compliance, SEO standards, and full user & window shopper lifecycle
- ❖ A/B Multivariate Testing oversight & reporting for content pages or digital ads
- ❖ User Feedback proctoring & Short Design Sprint Opportunist
- ❖ Ai prompt engineering and content production
- ❖ Personal coach, lead generator & personnel ambassador

Creative / Concept to Delivery; Early adoption project generator, Brand partnership initiation; Complex Photoshop Retouching; Adobe Bridge & Lightroom w/ Image Renaming & batch processing; Video Editing: Adobe Premiere; Email Template Master; Blog/Wiki: WordPress Template Editor; PowerPoint & Keynote Template Master

Technical / Figma, W3 compliance & standards, Webflow, HTML, CSS, & JavaScript, Asset Inventory in Oracle ATG, Preview & Commit w/BCC, testing Optimizely, project management with Jira, Asana, presenting with MS Excel, Numbers, Powerpoint, or Keynote, facilitating with Miro or Mural, Ai prompt engineering with ChatGpt, Jasper, or Gemini

Experience / **Contract Designer**, Iolite Branding Agency *Virtual in EST* Jan 2024 to May 2024
Fulfillment of agency needs such as presentation curation & refinement, concept to

delivery, landing page adjustments using Webflow, minding version control and helping to assist on video translations for closed captioning using Ai generated technologies.

Contract Designer, Hedlyner *Virtual-PST*

Jan 2023 to May 2023

Assisted in post development hotfixes, as well as defining both userpath & hostpath with data capture/form aggregation and landing page lead capture. Helped with pre-launch

Product Designer, Zenni Optical *Novato, CA*

Nov 2017 to Nov 2022

Built responsive breakpoints for B2B demos, mobile app, third-party APIs, and feature requests. Facilitated mentorship with collaboration tools for excellent design systems (contributor, teams, & customer facing), created strategic libraries for transparent first and second round response problem/resolution sprints, created wireframe templates & standardized components. Thorough problem framing for content strategy, new datasets & post-purchase care. Analyzed customer data to support design decisions & propose new datasets. Fostered team atmosphere by introducing scrum, design sprints, & cross department retrospectives. Guidance for auditing deliverables with SEO & ADA compliance. Assisted with virtual try-on site integrations for specific landing pages and social media templates.

Senior Visual Designer, Zenni Optical *Novato, CA* Jan 2015 to Nov 2017

Facilitated the concept of an in-house photo studio, managed photography & model agencies. Full art direction, product styling, photo retouching to produce stellar campaigns that would outperform others. Brought in high-level initiatives including a *favorites* button, the rose gold mirror finish, and further curated collections. Became a dedicated social media content creator, leading to a 1,400% increase in blog sessions; FB Canvas Ad creator. Landing page development with wireframes and redlining for hotfix.

Production Artist, Restoration Hardware *Corte Madera, CA* Jan 2014 to Jan 2015

Handled 3rd tier tech support requests for colorway image swap fixes in a BCC/ATG environment. Created Photoshop Action Scripts to handle 10,000 web assets with perfect thumbnails for colorway image swaps. Created automated test scripts to verify dimensions and optimization using Bridge.

Graphic Designer, ModCloth SF, CA

Jul 2010 to Sept 2013

Initial west coast designer before their move in 2010, introducing a letterpress aesthetic to a vintage brand. Full art direction and styling for campaigns & interactive homepage banners with heavy AB testing. Omnichannel, Affiliate, & Performance Marketing from ad concept to delivery. Explored Facebook Canvas Ads featuring Tilt to Pan interaction, Social Surveys & Contests, True Personalization aggregation with mercantile path building and user profile stories. Assisted in asset creation for native apps such as Be the Buyer for our buying team and blogosphere. Redesigned intranet for cross-functional teams. Seasonal gift guides were our best solution for this venture capital biz baby.

Graphic Designer, Vertical Response, SF, CA

May 2008 to July 2010

Designed general and custom email templates and image assets. Executed print advertising, exhibition, & banner ads creative. Published various white papers on email marketing for Customer Retention Teams. Procured successful marketing collateral with witty T-Shirts, cocktail napkins, and email sign up journals for events.

Web Designer/Photo Retoucher, Uwabo Photography

Sept 2003 to Mar 2010

Produced original websites from scratch for agency models from concept to finish using Dreamweaver. Heavy emphasis on photo-retouching, overall branding, & image gallery updates. Optimized audio & video files for online streaming content. Print ads, exhibition materials and signage within tight deadlines.

Test Center Manager, Prometric

2001 to 2005

Managed teams and individually contributed to monitor & administer standardized computer tests to individuals in a closed lab environment in an office setting or in conference exhibitions around the world.

Education / **MIT/CSAIL xPro:** Human to Computer Interaction for User Experience April 2021

General Assembly: User Experience Bootcamp SF, CA

Dec 2019

B.A. in Visual Communication *Product Design, VR/3D, & Graphic Design*

Jan 2002

San Francisco State University, CA

A.A. Computer Science, Transfer Studies '98 to '00
San Joaquin Delta College, Stockton, CA

Certification / **Content Square:** Credential ID 3ixhjm49f6im April 2019

Affiliations / **Owner: Indian Valley Outpost Resort**, Camptonville, CA 2021-current
Operating under special permit use by the US Forestry & US Dept of Ag.
Status should not affect the level of commitment or promise made to the employer.

Docent Academy of Sciences - San Francisco, CA 2007-2012

Contributor plasticseverywhere facebook page 2006-ongoing