

Danielle Swank

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PROFESSIONAL PROFILE

Accomplished UX director with an 8-year career in web development and graphic design. Demonstrated success in managing 100k+ design / development projects from initial concept stage to final production operations, leading large multi-disciplinary teams, and communicating with clients and vendors.

- Expert knowledge of Adobe Photoshop, Illustrator, Dreamweaver, and Fireworks
- 6+ years of experience with HTML, CSS Layouts, JavaScript, MySQL, and PHP.
- Expert knowledge of digital imaging, computer graphics and electronic media

PROFESSIONAL HISTORY

ARS Interactive, UX Director 2009 - Present

Led a multi-disciplinary team of 9 designers and front-end developers. Responsible for the architecture and front-end development of a 100K+ web application for Proctor and Gamble. Developed a 50K+ custom CMS for Kmart. Increased Sears.com toy vertical "visits to orders" metric by 63%. Smoothly launched a redesign of Kenmore.com during the middle of the 2009 holiday season. Directly participated in bringing in 230K+ of new business. Other clients include Gladiator, Craftsman, Eureka, Whirlpool HVAC, and The Great Indoors.

Association for Visual Arts, Web Design and Social Media Instructor 2010 - Present
Taught classes in web development and social media usage.

Freelance, Print Design and Website Development 2002 - Present
Freelance product, print, and web design and development services for business and non-profit clients in Tennessee, Chicago, and New York. Collaborated with local government and outside partners on Chatablocks.com, which aggregates and maps relevant community information in Chattanooga Tennessee. Won a 2008 business partner award from the Tennessee Independent Auto Dealers Association.

Ticketmaster – Echo Music, UX Developer 2009
UX developer for Echo Music. Responsible for updating the user interface of their web application platform and rapid prototyping of new projects.

Ciphertek LLC, Front-End Developer / Designer 2007
Web site design, CMS development, table-less CSS layouts/templates, and PHP web programming. Developed sites for Honest Abe Log Homes and Sierra Hull, among others.

Tri State Distribution, Graphic Designer/Sales and Marketing Manager 2005 - 2007
Worked closely with the President and the V.P. of Sales to design and market new products, p.o.p displays, advertising brochures, and training videos for the nation's third largest prescription packaging corporation.

Ornament Boutique, Graphic Designer 2002 - 2005
Founded a giftware company specializing in hand-blown glass Christmas ornaments. Designed all products and marketing materials, and developed a strong selling line of off-season ornaments. Sold glassware to independent gift stores and art galleries across the Southeast and Mid-West. Increased sales volume by 400% in 4 years.

SELECTED PROJECTS

Chatablocks.com – Community information web portal, Chattanooga, TN
Ephemera Book – 3-year photography project documenting the work of K. Yerizarian. New York, NY
Makom Shalom Ark of the Torah Bronze – Bronze sculpture for Makom Shalom Synagogue. Chicago, IL

PROFESSIONAL TRAINING & EDUCATION

University of Tennessee, 1998-2002 - Lifetime member of the Golden Key National Honor Society