

Danielle Palumbo

multi-disciplinary designer && front-end developer

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Experience

IBM

Technical content specialist, Product owner | 2022 → | z/OS Management Facility

- + Design, develop, curate and analyze technical content that clients depend on for digital self-service, including in-product guidance and documentation.
- + Ensure consistency to content standards, style and accessibility.
- + Coordinate deliverables across multiple development teams for a broad product scope that reduces the technical skills needed for day-to-day operations and administration of mainframe systems.

Front-end developer, UX and visual designer | 2019 → | Content Solutions

- + Lead the visual, UX and development strategy of website redesign. Ran workshop to determine focus areas and prioritize features from research insights. Ensured visual compliance with the IBM design system and developed pages from final wireframes. Page interaction increased by 52% in the six months after launch.
- + Reduced content output timeline from weeks to days by refactoring inconsistent static files to a single-page template system that separated content from code. This enabled content designers to update and create new pages without development support.

Design researcher, UX designer | 2020 – 2022 | Z AI & Analytics

- + Conducted internal data scientist research for persona validation and exploratory research for competitive analysis and project vetting.
- + Worked with product management and engineering over a period of four weeks to deliver high fidelity wireframes for a new product interface. Lead stakeholders through the prototype flow in testing and research calls to ensure that we were properly introducing AI functionality into the product without the need for data science skills.

Protective Industrial Products

Senior Interactive Designer | 2013 – 2019

- + Designed updated responsive layout and developed and refactored code for main company website that resulted in a 28% increase in traffic.
- + Developed custom web-based sales tools and continually added functionality to custom CMS to assist sales representatives with their daily tasks on the phone and in the field with clients.
- + Redesigned themes and maintained product and marketing content for several Wordpress and Bigcommerce websites.
- + Created visual assets for both print and digital platforms such as interactive tradeshow kiosks, product catalogs, email campaigns, and logoed products.

Mark & Phil

Designer/Creative Strategist | 2011 – 2013

- + Designed digital and print projects ranging from full website and branding redesigns to promotional materials, informational brochures, and apparel.
- + Clients included Ethikus, Bard College, Edelman, PCI Media-Impact, The Institute of Contemporary Psychotherapy, Graham-Windham, Green For All, Children's Village

Skills

- + User research, strategy, and testing
- + Wireframing, prototyping, user flows
- + Visual design, typography
- + Information architecture
- + Workshop design and facilitation
- + Project management

Tools & platforms

- + Figma, Sketch, InVision, Adobe XD
- + Illustrator, Photoshop, InDesign
- + GitHub, JIRA
- + Mural, Miro, Trello
- + Airtable, Alchemer
- + Vercel, IBM Cloud
- + Gatsby, Netlify, Contentful
- + Wordpress, Bigcommerce, Shopify

Development languages

- + Javascript, React
- + HTML5, CSS, Sass
- + PHP, MySQL, DITA

Education

Bachelor of Science, Graphic Design

State University of New York at New Paltz

Notable certifications

- + IBM Design & User Experience Essentials
- + IBM z/OS Mainframe practitioner
- + IBM Accessibility Advocate
- + IBM Enterprise Design Thinking
- + Patent: Curriculum Generation for Customized :Learning Solutions, May 18, 2023, 18/319520

My personal interests include wandering in nature, jumping around at concerts, baking new recipes, and cozying up with a good video game.