

## **Dane Wesolko**

Product Designer

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### **Summary**

I plan, design and develop delightful human centered experiences. Am naturally fluid and adaptable, thriving in a variety of environments. Have a proven capability to multitask, efficiently solve problems and perform effectively under pressure.

### **Skills / Abilities**

User experience design, Responsive user interface design, Front-end development, Interactive prototyping, Service design, Strategizing, Leading design projects, Effective communication, Articulating design choices, Agile and Lean methodologies, Process improvement, Project management, Time management, Organizational skills, Critical thinking, Problem solving, Collaboration, Strong work ethic, Flexible approach

### **Software / Tools**

Figma, Sketch, InDesign, Illustrator, Photoshop, Balsamiq, LucidCharts, Justinmind, InVision, Zeplin, Abstract, MS Office, Slack, Zoom, Skype, Trello, GitHub, Atom, Pencil, Paper

### **Technologies**

HTML, CSS, JavaScript

### **Experience**

#### **Senior Interaction Designer | Valassis Digital | Feb 2019 - Present**

- Led design and strategy for major corporate initiatives while partnering with senior leadership on overall company vision
- Innovated design organizations thinking and delivery by reshaping process models for increased efficiency leveraging new tooling and prototyping methods
- Spearheaded significant impact by reconciling digital targeting methods and eliminating extraneous interactions establishing optimal user experiences

#### **UX / UI Designer - Contract | IQVIA | Aug 2018 - Feb 2019**

- Facilitated design of a data product launching at an industry leading conference where it received positive feedback and generated potential customers
- Advocated for user centered design and implemented design thinking resulting in a better user experience
- Fostered remote collaboration between design and stakeholders establishing more efficient workflow processes with overseas teams

#### **Front-end Developer - Contract | Open Up Resources | Apr - Aug 2018**

- Operated with Product and Engineering teams in launching a pilot web application granting users access to quality educational curricula
- Authored a style guide and component library enabling faster development and product scalability
- Advised on other projects when team members were unavailable

**UX / UI Designer - Contract | Purpose UX | Nov 2017 - Aug 2018**

- Handled design of web and mobile applications reinventing comparator sourcing industry and workflows of pharmaceutical sales representatives
- Managed communication with clients and resolved conflict due to unclear expectations
- Operated in client workshops defining product strategy and next phases of design
- Formed usable artifacts speeding up development and securing of funds

**UX / UI Designer | Spreedly | Apr 2016 - Nov 2017**

- Contributed in designing and developing new products, aided in reducing costs, increasing revenue and improving customer experiences
- Coordinated with Engineering to ship front-end designs cutting down time to market
- Engineered implementation of marketing and sales tactics resulting in the generation of qualified leads
- Architected a new marketing website codebase, established consistency in visual design and produced new landing pages

**UX / UI Engineer, Emerging Platforms | Float Left Interactive | Feb 2016 - Mar 2016**

- Introduced a user centered design process satisfying client requests for early stage planning resulting in better communication and product development
- Formulated concepts of smart TV applications, contributed to quality assurance and assisted in timely shipment of products
- Aligned with Engineering to prototype functionality of applications and to enhance user experiences of shipped products

**Art Director, Counselor Magazine | Health Communications Inc | Dec 2011 - Feb 2016**

- Led redesign of a new style guide improving visual appeal and customer appreciation
- Collaborated with Editorial to implement a new digital workflow reducing material waste and optimizing for efficiency
- Established a new method of planning layouts delivering issues ahead of schedule
- Awarded ASPHE Bronze - Best Cover Illustration for artwork of a special edition issue

**Senior Graphic Designer | The WSR Group | Jul 2010 - Dec 2011**

- Produced time-sensitive financial materials helping acquire investments and funding for represented companies
- Conceptualized and delivered a custom website used to promote new business endeavors
- Maximized visual design and efficiency in creation of a monthly email newsletter

**Graphic / Web Designer - Freelance | Six Five Creative | Jan 2008 - Dec 2011**

- Administered clients with printed collateral to help communicate messaging and gain trust as a reputable source
- Designed and developed custom websites reducing costs and burdens of engaging additional resources
- Consulted clients on projects providing insight and recommendations strengthening ability to move forward

### **Graphic Designer | Tessuta | Jan 2008 - May 2009**

- Designed a consistent visual identity to increase brand recognition
- Implemented a new e-commerce platform opening up additional sales channels
- Directed photography sessions to capture products in lifestyle and studio settings building rapport with customers
- Researched new materials and application techniques to reduce production costs
- Communicated with overseas manufacturers and managed design matrices safeguarding quality assurance

### **Education**

- Associates, Graphic Design - The Art Institute of Fort Lauderdale
- Academy of Digital Design - Saint Lucie West Centennial High School

### **Certifications**

- User Experience Design - Career Foundry
- Learning Web Analytics - [Lynda.com](https://www.lynda.com)
- HTML5: Structure, Syntax, and Semantics - [Lynda.com](https://www.lynda.com)
- Google Analytics Essential Training - [Lynda.com](https://www.lynda.com)
- UX Research for Agile Teams - LinkedIn Learning
- UX Foundations: Research - LinkedIn Learning
- Managing a Design System with Sketch - LinkedIn Learning
- Creating a Design System with Sketch - LinkedIn Learning
- CSS: Design Systems and Architectures - LinkedIn Learning
- Axure RP for UX Design - LinkedIn Learning
- Freelancing and Consulting in User Experience - LinkedIn Learning

### **Honors & Accolades**

- 2013 Bronze Award Best Cover Illustration - ASHPE
- 2007 Best Portfolio Nominee - The Art Institute of Fort Lauderdale