danielle riley

📞 (773) 726-4689 | ✉ dntorricelli@gmail.com | 🌐 danielleriley.me | 📍 Greater Los Angeles

EMPLOYMENT EXPERIENCE

Hustle

Product Designer, Remote   May 2021 – Present

- Conduct user interviews with clients alongside the Dir. of Product to inform a new Dialer product. Synthesize learnings from users, competitive analysis, and team industry knowledge to design a product that combines new calling capabilities with our existing robust messaging product. Currently in Beta, the Dialer is receiving positive feedback from clients.

- Establishing a design system to standardize Hustle's design tokens and component library across the platform. Work directly with engineering to implement designs on an ongoing basis.

- Manage all UX/UI responsibilities for all products and features across the entire platform as the sole product designer, creating high-fidelity prototypes in a lean/agile development environment.

- Work directly with the Dir. of Product and CPTO to analyze product considerations, flush out requirements, and review designs. Facilitate team brainstorm sessions, as needed, with product, engineering, and support teams.

EveryDay Labs

Product Designer (Contract), Remote   Mar. 2021 – Feb. 2022

- Worked closely with the VP of Product and engineering to design EveryDay Pro, an app for educators to analyze student attendance utilizing behavioral science data. Designed low-fi wireframes and high-fi interactive prototypes.

- Designed an internal client management app to streamline existing processes—work that had almost exclusively been managed across numerous complex spreadsheets. Research included interviewing internal stakeholders and auditing current practices.

Tech For Campaigns

Designer (Contract), Remote   Aug. 2019 – Feb. 2022

- Executed the design for the Polaris app, a call time fundraising app for political campaigns. Work included initial discovery meetings, wireframe design, visual design, interactive prototypes, and stakeholder reviews. Also designed new features on an ongoing basis.

- Acted as the in-house designer, working on any and all internal design needs. Projects ranged from product UX research to marketing materials and social media visual design.

General Assembly

Visual Design Instructor, Remote   Nov. 2018 – Dec. 2019

- Remotely taught design theory, ideation, typography, color, composition, UX, tools, and practical implementation for web and product design to adult students.

- Developed teaching materials and assignments around design best practices and practical implementation.

- Counseled and guided students in their career and design journeys.

EDUCATION

California State University, Fullerton

Jan. 2007

B.A. in Communications, Journalism Concentration

SKILLS

Product Design
UX/UI Design
Wireframes
Visual Design
Interactive Prototypes
Design Systems
Usability Testing
User Research
User Interviews
Copywriting

TOOLS

Design

Figma	Customer.io
Sketch	Chameleon
Adobe XD	HTML
Invision	CSS
Photoshop	Squarespace
Illustrator	Webflow
InDesign	WordPress

Project Management

Linear
Shortcut
Notion
Google Suite
Microsoft Office

CIVIC ENGAGEMENT

City of Duarte Commissioner

Jan. 2020 – Present

PTO Executive Board & School Site Council

Jun. 2021 – Present