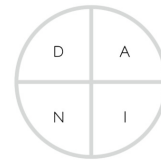






DANI TUCHMAN



Designing ethical systems that reinforce meaningful and authentic experiences for users

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-  Seattle, WA
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EDUCATION

MA in Human Computer Interaction + Design,
University of Washington
GPA 3.9
September 2020-August 2021

BA in Communication Design,
University of Southern California
GPA 3.8
August 2016-December 2019

TOOLS

Figma, Sketch, Miro
Principle, ProtoPie, After Effects
Photoshop, Illustrator, InDesign
Digital Photography, Videography
Slack, Notion, Asana
Keynote, G Suite

DESIGN METHODS

Design systems
Participatory design
Agile
Usability testing
Rapid prototyping
Wireframing
Information architecture
Semi-structured interviews
Diary studies

WORK EXPERIENCE

Heali AI

User Experience Designer

November 2020-April 2021 - Santa Monica, CA (Remote)

- Completed a ground-up redesign of UI elements leading to 25% increase in application functionality.
- Conducted competitive analysis with 12 different food delivery applications, enhancing user experience improvements.
- Leveraged visual design expertise to reimagine Heali application, resulting in successful launch.

Darkroom Digital Agency

User Experience Designer

December 2019-March 2020 - Los Angeles, CA

- Assisted lead UX designers to create multiple client interfaces, including one for UNC Chapel Hill.
- Researched creative strategies and implemented design thinking in group meetings.
- Honed proficiency in visual design with Figma by executing briefs to conceptualize interfaces.

LinkedIn

Visual Communications Project Manager

May 2019-March 2020 - San Francisco, CA

- Streamlined internal digital signage to succinctly communicate brand strategy and product goals through regularly updated, dynamic content modules.
- Piloted LinkedIn Stories, a culture initiative that strengthened employee engagement by 10%.
- Developed product videos with Adobe Creative Suite to educate 15,000 global employees.

Humanize: Company Culture Consultation

Founder & Principal Designer

August 2018-Present - Los Angeles, CA

- Conceptualized and launched unique company culture consultation initiative to strengthen over 500 employee connections across three different companies including LinkedIn, NBCUniversal, and RPA.
- Facilitated engaging colleague conversations to unearth their unique stories and passions.
- End-to-end product re-design, utilizing Figma, on all B2B customers' application pages.

MASTER'S DEGREE WORK

Blue

Product Designer, Advised by the Gates Foundation

February 2021-Present - Seattle, WA

- Designing first-ever product initiative to facilitate trust between d/Deaf participants and their interpreters throughout the job interview process.
- Leading team of three people through research, participatory design sessions, and product ideation.
- Conducted two dozen remote interviews with d/Deaf participants, interpreters, and various experts, which resulted in holistic journey maps.