Danielle Neal

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# Experience

##  User Experience Researcher

EmployBridge

08/2021 - Present (11 months +)

* Define, plan, and conduct user research studies using various qualitative and quantitiative research methods including 1:1 interviews, prototype tests, usability tests, surveys, digital ethnography, virtual contextual inquiry, participatory design, etc…
* Use storytelling to present research findings as compelling insights and recommendations for Product, Engineering, and cross functional business stakeholders
* Recruit and schedule study participants
* Facilitate virtual design thinking and research workshops using tools such as Miro
* Maintain research repository (Airtable, Dovetail and EnjoyHQ)
* Build and update user journey maps and user personas
* Produce research reports
* Coach UX Designers to be able to conduct effectively facilitate usability tests
* Build a branch partnership program (research panel) from the ground up
* Train designers and product stakeholders on notetaking and interview debriefs and synthesis
* Design and analyze surveys
* Set up and analyze remote usability sessions in Maze
* Review and tag user analytics and web sessions in Hotjar
* Collaborate with cross-functional and geographically distributed teams

##  Innovation Product Researcher

EmployBridge

10/2020 – 02/2021 (5 months)

* Conduct user research in the form of interviews, storyboards, and low-fidelity prototypes.
* Analyze resulting data, build information architecture framework, and iterate on prototype design to identify MVP.
* Produce end-user and client personas based on deep segment research.
* Create screeners to recruit target users for feedback sessions, maintain a database/record of past and prospective participants and study design.
* Communicate key findings and actionable next steps to stakeholders.
* Build a strategy for wizard of oz experimentation framework.
* Deliver innovation solutions for users in the gig economy

##  Marketing Manager

EmployBridge

09/2019 – 08/2021 (2 years)

Support brand messaging, logo redesign and marketing efforts for Better WorkLife brand, project manage national, multi-brand marketing campaigns, work closely with the Director of Digital Marketing to design and execute integrated lead generation campaigns

##  Interim Digital and Social Media Manager

EmployBridge

10/2019 - 012020 (4 months)

Manage and lead the digital marketing team and their B2B lead gen efforts through social, web, email, and SEO. Assisting and overseeing migration to a new marketing automation platform.

##  Digital Marketing Coordinator

EmployBridge

12/2018 – 09/2019 (10 months)

Coordinate enterprise digital marketing campaigns with internal stakeholders and external vendors, support local teams with their email and social media efforts, analyze campaign data to determine effectiveness, build landing pages, write copy, graphic design.

##  Digital Marketing Coordinator

RemX | The Workforce Experts, An EmployBridge Brand

10/2017 – 12/2018 (1 year 3 months)

Manage marketing campaigns across multiple platforms, integrate the overall RemX marketing strategy into digital efforts, analyze and report on the effectiveness of campaigns, work on website copy, assist with SEO, collateral development, and research current trends.

##  Marketing and Content Coordinator

Leadercast

02/2016 – 10/2017 (1 year 9 months)

Build brand awareness and engagement via social media, SEO, subscriber conversions, speaker interviews, blog writing, email marketing, marketing analytics, website optimization, event social media, and mobile app marketing.

##  Marketing Intern

Leadercast

09/2015 – 01/2016 (5 months)

As an intern, I managed content creation for all social media accounts, including organizing cross platform content strategies. I had the opportunity to develop new social media campaigns from the ground up, considering our target audience needs and reporting on campaign ROI and effectiveness.

# Education

##  Georgia Gwinnett College

Bachelor of Arts (B.A.), Writing and Rhetoric

2010 - 2015

# Licenses & Certifications

 **User Experience Design Remote (Online)** - General Assembly

 **Learning Design Thinking: Lead Change in Your Organization** - LinkedIn

 **UX Design: 1 Overview** - LinkedIn

 **UX Design: 2 Analyzing User Data** - LinkedIn

 **UX Design: 3 Creating Personas** - LinkedIn

# Skills

UX Research Frameworks • Research Study Design • User Experience Design (UED) • Survey Design • Survey Analysis • User Interface Design Testing • User Testing • Digital Product Development • Design Thinking • Research Operations • User Recruiting • Prototype Testing •. Quantitative Research Methods • Qualitative Research Methods • Digital Ethnography • Presenting to executives. •. Workshop facilitation • Design Sprint methodologies • Design Research • Figma • Web Analytics • Research Strategies • Creative • Driven • Problem Solving • Strong Written and Verbal Communication • Curious