

# Danielle Justilien | Product Designer

I'm a product designer specializing in experience design and visual design, with a background in marketing & project management.

## Relevant Experience

**WarnerMedia** – Ad Sales Account Coordinator (CNN/HLN)  
New York, NY | Jan 2019 - Aug 2020

- Managed 100+ news campaigns from proposal to invoicing for dozens of high-profile clients across 5 ad agencies
- Consistently exceeded client expectations by providing clear communication, proactive solutions, and quick turnaround
- Worked cross-functionally with targeted advertising and branded content teams on custom CNN campaigns
- Initiated growth strategies that led to increased membership as Marketing Chair of Black Professionals at WarnerMedia

**Universal Orlando** – E-Commerce Experience Intern  
Orlando, FL | Aug 2018 – Dec 2018

- Sought out opportunities for UX, UI, & content improvements, then implemented changes across 6 company websites
- Analyzed data including heat maps, click tracking, A/B testing results, & screen recordings to draw user insights
- Redesigned the layout and visual design of the theme park's digital daily schedule to improve the user experience
- Learned and utilized a project management software to communicate and manage design revisions with developers

**Southwest Airlines** – Operations Project Management Intern  
Dallas, TX | May 2018 – Aug 2018

- Worked across departments to ensure the organization & on-time execution of 12 projects from ideation to completion
- Helped conduct 5 focus groups and implement feedback on the redesign of the digital flight attendant manual
- Iterated and tested the organization of the new edition airplane galleys to improve efficiency and flight attendant experience
- Improved the visual design and distribution process of the monthly internal Inflight Operations report

## Education

**University of Central Florida**  
BSBA, Marketing | Dec 2018

**Cornell University**  
Certificate in Women's Entrepreneurship | July 2020

**CUNY Techworks**  
User Experience Design Immersive | Nov 2020

## Contact

**daniellejustdesigns.com**

d.e.justilien@gmail.com  
(954) 404-2518

## Design

Experience Design  
Visual Design  
Graphic Design  
Information Architecture  
Usability Testing  
Content Strategy

## Business

Project Management  
Campaign Management  
Marketing Strategy  
Digital Marketing  
Market Research  
Data Analysis  
Brand Identity  
Copywriting  
Client Service  
Sales

## Projects

**Amazon College Rewards**  
Redesign & New Feature

**Tandem Fit**  
iOS App Design

**Universal Orlando**  
Usability Testing &  
Content Strategy

## Tools

Figma	Trello
Sketch	Miro
InVision	Google Analytics
Photoshop	Adobe Analytics
Illustrator	Mouseflow
HTML/CSS	Microsoft Office
Workamajig	Google Suite