



Dann Peterson

Web & Product Designer
Scottsdale, AZ

dannpeterson.com

P: 267.897.5783
E: petersondann@gmail.com

Skills

Experience Design
User Research
Interface Design
Design Systems
Information Architecture
Rapid Prototyping
Usability Testing
Customer Interviews
Basic HTML & CSS
Responsive Web Design

Adobe Creative Cloud

XD
Illustrator
Photoshop
InDesign
After Effects Basics

Other Applications

InVision
Sketch
Marvel
SharePoint
WordPress

Work Experience

TAG Employer Services | Phoenix, AZ

Designer | March 2019 – October 2020

- Redesigned websites – increased online lead generation by 900%
- Launched a new design system for TAG's eBacon certified payroll product that is widely recognized in the construction industry
- Utilized Adobe XD to create and get approvals on low, medium, and high fidelity prototypes
- Leveraged Divi Builder plugin to execute highly functional responsive web pages and customized HTML/CSS where necessary
- Generated user flows, wireframes, and prototypes for multiple product features that enhanced users' experience
- Collaborated with subject matter experts and developers to identify constraints, validate functionality, and propose the best design solutions
- Analyzed competitors, used Google Analytics, and keyword analysis to enhance performance of company websites
- Conducted goal-oriented user research to inform product design decisions and marketing strategies

AmeriHealth Administrators (Subsidiary of Independence Blue Cross)
Philadelphia, PA

Communications Designer | March 2013 – March 2019

- Designed user interface for secure portals based on user surveys and business objectives
- Created customer journey maps and interactive wireframes for various users including: members, healthcare providers, and employers
- Executed online content and email campaigns using well-formatted HTML/CSS in WordPress, SharePoint, and Mailchimp
- Used key metrics from HubSpot to drive design decisions for multiple company WordPress sites
- Managed and maintained content, design, and functionality of company intranet to keep associates engaged with company initiatives
- Set up query rules in SharePoint to enhance the user experience for company's intranet pages

Marketing Services Intern | June 2012 - August 2012

- Designed and pitched campaign materials to promote a new mobile app
- Presented recommendations to simplify AmeriHealth Administrators' member enrollment process to the Independence Blue Cross leadership team

Mailroom Associate | May 2011 - March 2013

Education

General Assembly – User Experience Design Course
New York, NY

November 2017

Learned:

- Methods for defining the problem statement, mind mapping, and how to leverage user personas to create user flows
- Best practices for conducting user research and usability testing
- How to use industry standard tools, including Sketch and InVision, to prototype and wireframe design solutions

Temple University – Bachelors of Arts: Advertising, Art Direction
Philadelphia, PA

December 2014
