



Danielle Spence

Product Designer

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Experience

Sr. Product Designer / Ouro

June 2024 - Current, Austin

- **UX Research & Platform Audit:** Conducted UX research and led a comprehensive audit of the PayPal Prepaid platform, identifying user errors and challenges while presenting actionable findings to stakeholders to drive targeted design improvements.
- **Onboarding Strategy Development:** Developed and implemented design strategies to increase sign-ups and improve onboarding processes, leveraging LTV insights to drive customer engagement and support user acquisition growth.

Sr. Product Designer / Freelance

April 2022 - 2023, Remote

- **Design Lead:** Design thinking and analytical storytelling were used to create a 55-inch interactive touch table for COP28, the world's largest annual climate summit.
- **Usability Testing:** Conducted in-depth user research and testing, engaging with over 20 customers across various projects to inform product design decisions and market fit.
- **Product Design:** Led end-to-end design for a 7-figure ARR fintech investment startup that had a 100K monthly active users.

Product Designer / AHIMA

June 2019 - Dec 2021, Chicago

- **Agile Implementation:** As the first ux designer, implemented ux design best practices across the organization leading to +300% increase in online visitors and a 22% in session duration.
- **Data-Driven Design:** Applied data and user feedback to drive design decisions around product improvements, achieving an 80% increase in user satisfaction and engagement.
- **Ideation Sessions:** Facilitated design sessions to inspire creativity, foster alignment, and generate innovative solutions to complex problems.

UX Designer / Accenture

Dec 2018 - April 2019, Chicago

- **SaaS App Design:** Designed and improved a new feature onboarding flow (Android and IOS) for a Midwest energy app, serving over 4.7 million customers.
- **Design Systems:** Refined design solutions, integrated components for seamless functionality, and conducting market research for white-labeling projects in the Midwest energy sector.

Education

Designation Labs

UI/UX Design Lab Inc, Jan 2017 - July 2017

Florida A&M University

Bachelor of Fine Arts, Aug 2009 - May 2012

Tools

Design and Prototyping

- Figma
- Adobe
- CMS
- CSS

Research

- Hotjar
- User Testing
- Google Analytics