

# DANIEL DONALDSON

## Experience

**UX Intern/Project Coordinator/Manager, Level10 Interactive** June 2013 - January 2014

- Worked with team to develop UX strategy and deliverables for projects, such as user personas, roles, stories, content audits, competitive feature analysis, wire frames, etc.
- Responsible for tracked the progression of projects to ensure completion of goals within deadline & estimated budget/hours.

**Freelance Web Design** August 2011-Present

- Working with mid sized businesses/organizations to develop branding, logos, & functioning web sites using HTML, CSS & JavaScript.

**Marketing Coordinator, Britain Chevrolet Cadillac, Greenville, TX** July 2011-August 2012

- Responsible for research, implementation, publicizing & performance evaluation of marketing opportunities via community events/online marketing/website conversions.
- Responsible for the integration of the Cadillac brand into the dealership's brand including redesigning logos, website design, on-line messaging, product orders & vehicle branding.

**TeenSafe Program Coordinator, Hillcrest Hospital, Waco, TX** Oct 2007 - June 2011

- Increased funding by \$100K and developed & secured funding for 2 additional programs.
- Responsible for creation, implementation, reporting, project leadership & evaluation of grant funded teen traffic safety prevention in effectively marketing injury prevention principles throughout 11 county area in Central Texas.
- Responsible for creation/updates/writing of all policies concerning the program, including writing program curricula, funding proposals, employee training manuals, monthly financial reports, performance reports, etc.

**Director of Intake, The Bair Foundation, Waco, TX** 2006 - 2007

- Responsible for marketing/recruitment and training of new foster parents.
- Responsible for maintaining confidential records for family homes in accordance with quarterly audits. Also matched waiting children with families per state guidelines.

**Assistant Manager, Starbucks Coffee Co., Waco, TX** 2003 - 2006

- Responsible for training & supervising staff.
- Responsible for manager responsibilities in absence of the manager.
- Responsible for customer outreach on coffee education & corporate sales initiatives.

## Education

- The Iron Yard Academy, Greenville, SC, April 2014
- University of North Texas, Denton, TX - BA in Psychology/Communications Minor, 2000

## Skills

- JavaScript, jQuery, Underscore.js, Backbone.js, Ember.js, GitHub, & Twitter Bootstrap
- Proficient with MS Office, Pages, Numbers, & Keynote.
- Proficient in copy writing, public speaking & project management.