

# DANIELLE PECORA

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## EXPERIENCE

### FOUNDER | CREATIVE DIRECTOR

January 2017 – December 2023

HEWN, Philadelphia, PA

- Founded HEWN, a modern home goods and all-natural home fragrance brand focused on quality craftsmanship and sustainably sourced materials.
- Managed every aspect of the business, including designing and developing all products from concept to market, creative direction, supply chain sourcing and coordination, production, and managing the business's finances.
- Developed and maintained relationships with hundreds of retailers across the US and Canada.
- Created detailed spreadsheets to manage and track information, including raw materials inventory, supply expenses, product pricing, and profit margins.
- Designed the business's e-commerce website to create an engaging and intuitive customer experience. Leveraged user data and website analytics to improve usability and optimize for SEO.

### ARCHITECTURAL DESIGNER | PROJECT MANAGER

October 2014 – January 2017

Gensler, New York, NY

- Project managed a 107,000 sf museum library renovation, ensuring that the team stayed on schedule, consistently met key project milestones, and successfully delivered a project that met the client's expectations.
- Clearly communicated project status updates to the client, team members, and contractors, leading to better team collaboration and engagement.
- Maintained meticulous project records and documentation, resulting in seamless access to necessary information and project files for the team.
- Coordinated the work of internal and external cross-functional teams on the execution of project deliverables, and conducted quality assurance reviews of project documentation to ensure consistency, clarity, and accuracy.
- Worked closely with engineers and the contractor during regular site visits to proactively identify potential issues and resolve unforeseen conflicts, resulting in reduced impact on the project schedule and budget.

### ARCHITECTURAL DESIGNER | LEED PROJECT MANAGER

November 2011 – October 2014

Blair + Mui Dowd, New York, NY

- Collaborated with a cross-functional team of architects, engineers, and contractors to develop the design of a 250,000 SF ambulatory care center from initial concept to construction.
- Managed a LEED Gold-certified project where I ensured project compliance with LEED requirements, managed the certification process, and coordinated with team members to meet sustainability goals.
- Prepared LEED documentation, tracked project performance metrics, and compiled reports for LEED certification submissions.
- Consistently met ambitious deadlines and maintained a high attention to detail while balancing multiple projects simultaneously.
- Presented design solutions to key stakeholders during regular review meetings to gain feedback and ensure that solutions aligned with client requirements.

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## PROJECTS

### UX DESIGNER

Smith Memorial Playground Website Redesign

- Conducted user interviews with caretakers to better understand their needs and pain points with the website.
- Performed a heuristic evaluation of the current site and prepared a report documenting inconsistencies, navigations issues, and accessibility issues.
- Streamlined the site's navigation by creating new information architecture.
- Ran an accessibility audit of the final design to ensure that the site complied with WCAG guidelines.
- Created wireframes, high-fidelity mockups, and an interactive prototype.

### UX DESIGNER

Google UX Design Certificate Projects

- Developed 3 end-to-end mobile and responsive web design projects with a focus on human-centered design.
- Planned and conducted user research with target users to understand their needs and pain points.
- Performed competitive audits of existing products to identify weaknesses and areas of opportunity.
- Synthesized research findings and translated insights into user flows, information architecture, wireframes, and interactive prototypes.
- Defined success metrics and validated designs through usability studies.
- Iterated on designs based on user feedback to improve usability, accessibility, and overall user experience.

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## EDUCATION

Master of Architecture / Pratt Institute, Brooklyn, NY

Bachelor of Fine Arts, Product Design / Parsons School of Design, New York, NY

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## CERTIFICATIONS

Google Project Management Certificate

*In Progress*

Professional Scrum Master (PSM I)

March 2024

Google UX Design Certificate

September 2022

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## SKILLS

User Stories / Process Mapping / Wireframing / Prototyping / User Research / User Interviews / Journey Mapping / User Flows / Personas / User Acceptance Testing / Comparative Analysis / Heuristic Evaluation

Figma / Miro / Notion / Excel / Jira / Smartsheet / Monday.com / Adobe Creative Suite / Google Suite / HTML & CSS