

DANIELLE PECORA

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EXPERIENCE

CREATIVE DIRECTOR

January 2017 – December 2023

HEWN, Philadelphia, PA

- HEWN was 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 B2B customers who sold HEWN products in retail stores across the US and Canada.
- Created data-driven email and social media marketing campaigns to drive sales, increase brand awareness, and grow the business.
- Designed the business's e-commerce website (Shopify) to create an engaging and intuitive customer experience. Leveraged user data and website analytics to improve usability and optimize for SEO.
- Created detailed spreadsheets to manage and track information, including raw materials inventory, supply expenses, product pricing, and profit margins.

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 the project according to specifications.
- 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 and managed 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 contractors 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 | 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 initiation through completion.
- 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 and specifications.

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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.

EDUCATION

Master of Architecture / Pratt Institute, Brooklyn, NY

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

CERTIFICATIONS

Google Project Management Certificate

In Progress

Professional Scrum Master (PSM I)

March 2024

Google UX Design Certificate

September 2022

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 / Jira / Smartsheet / Asana / Monday.com / Microsoft Office Suite / Google Suite / Hubspot / Adobe Creative Suite / HTML & CSS