



DANNA BLUMENAU

ENTREPRENEUR & USER EXPERIENCE DESIGNER

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EDUCATION

INTERDISCIPLINARY STUDIES
Master of Arts (MA) Candidate
University of Texas at Dallas
2018 - July 2022 (**projected**)

ART & TECHNOLOGY (UI/UX)
Bachelor of Arts (BA)
University of Texas at Dallas
2011 - 2018

SKILLS

// PROFESSIONAL

- User Research
- Brainstorming & Strategy
- Personas & Journey Maps
- Wireframing & Prototyping
- Visual Design & Branding
- Inbound Marketing & SEO
- Course Design

// TOOLS & SOFTWARE

- Adobe Suite
- Figma
- Axure
- WordPress (HTML & CSS)

IXDF CERTIFICATES

- Design For The 21st Century
- Visual Design
- User Experience

PROFILE

Entrepreneur and User Experience Designer with 9 years experience as a **UX design generalist** who desires continued growth within the design industry. Currently running a startup. Motivated, ambitious, and collaborative critical thinker who gets along with a wide variety of people.

WORK EXPERIENCE

FOUNDER & USER EXPERIENCE DESIGNER

Blue Mesa Minerals | 2019 - Present

Applied strong design background to start a successful energy acquisition company. Researched and designed an education-based website to generate leads and a YouTube channel to educate and convey trust, and deal closure process.

- Developed business strategy with a focus on identifying the right problem
- Conducted and evaluated extensive user research
- Conceptualized user personas and journey maps based on user interactions
- Created information architecture, branding, and visual design
- Brainstormed, wireframed, and iteratively designed websites
- Created educational videos, which instilled trust and drove leads
- Created long-form pillar content, landing pages, lead magnets
- Conducted due diligence, ran title, and collaborated with syndicate members
- Negotiated and closed deals, transferred ownership, and managed assets

UX DESIGNER

Voodoo Robotics | 2013 - 2019

Provided essential design services to an Internet-of-Things (IoT) supply chain start-up, including high-level strategy, ethnographic user research, user interface design, product design, visual design, and digital marketing to drive leads and retain customers.

- Ethnographic user research for second-generation hardware device
- Designed and iteratively revised website and multiple user interfaces (UI)
- Implemented Search Engine Optimization (SEO) and Click Rate Optimization (CRO)
- Designed branding and brand guidelines and created trade show booth displays
- Contributed to product and packaging design
- Created landing pages and lead magnets resulting in a vast majority of leads

AUTOMATED AND MANUAL SOFTWARE TESTING

Data Return | CitiGroup | Unitrin | 1999 - 2005