

# danielle joi françois

## contact

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(516) 884-2555

## skills & tools

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Jira  
Confluence  
Airtable  
Dovetail  
UserTesting  
User Interviews  
UsabilityHub  
UserZoom Go  
Optimal Workshop  
SurveyMonkey  
Sketch  
InVision  
Figma  
Miro  
Usability Testing  
Remote Research  
Mixed-Methods Research  
Wireframing  
Prototyping  
Affinity Mapping  
A/B Testing  
Kano Method  
Empathy  
Leadership  
Problem Solving  
Communication  
Presentations  
Storytelling

## education

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General Assembly  
UX Design Immersive  
New York, NY

Stony Brook University  
Bachelor of Science  
Stony Brook, NY

## experience

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### Senior UX Researcher | BrainPOP

January 2022 - Present | New York, NY

- Owned research roadmapping, execution, analysis, and communication for a DTC kids' edtech product.
- Broadened the company's understanding of users in the consumer market by leading alignment meetings and facilitating workshops with cross-functional stakeholders.
- Served as a strategic partner to multiple teams, often bridging them together.
- Collaborated with outside agencies for large quantitative studies.

### UX Research Manager | HOMER

March 2020 - Present | New York, NY

- Developed and optimized a remote testing process that increased research output and insights for kid-facing teams.
- Collaborated with Product, Design, Marketing, Data, and Learning teams to roadmap, design research plans, conduct research, and discuss implications of findings.
- Managed one direct report, all research operations, and tools.
- Partnered with the Data team to develop a mixed-methods approach of digesting insights across teams and a repository to easily track and search insights.

### UX Researcher | Urban FT

April 2019 - November 2019 | New York, NY

- Led the experience team through research initiatives to support an end-to-end retail digital banking experience.
- Collaborated with clients and stakeholders to determine business objectives, prioritize research findings, and present actionable recommendations.
- Owned accessibility for web and mobile, educated the team, ensured designs were within WCAG regulations, and lead the QA process.

### UX Research Consultant | Public Preparatory Network

March 2019 - April 2019 | New York, NY

- Led interviews and conducted usability testing for desktop digital experience.
- Collaborated with marketing team to design research, recruit participants, and analyze findings.
- Provided actionable design recommendations to improve digital experience.

### UX Design Consultant | PAL by Project Playdate

September - November 2018 | New York, NY

- Led a team to design a consumer-facing mobile app, implementing the full UX process from research to development hand-off in a 2.5 week sprint.
- Advanced the project completion date 20% ahead of target.
- Leveraged methods such as user interviews, heuristic analysis, competitive analysis, affinity mapping, personas, and usability testing.