# Dani Werth

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pw: utahdesign

## SKILLS

UX and UI Design
User Interviews
Usability Testing
Survey Writing
Information Architecture
Systems Thinking
User Journeys
Wireframing
Prototyping
Design Systems
iOS/Android Platforms
Agile/Lean
Jobs to be Done
Mentorship
Management
HTML/CSS/JS
IoT/Hardware Integration
Algorithm-Driven Design

## TOOLS

Figma
Miro
Slack
Zoom
Google Suite
Sketch
Principle
Zeplin
InVision
Jira
Confluence
Adobe Products

## EDUCATION

**Southeast Community College**

A.A.S. - Graphic Design

2012

## EXPERIENCE

### Staff Product Designer, Corteva Agriscience (Granular)

Oct 2021 – Current

- Leading design vision and execution for new information architecture to enhance engagement among new primary user group.
- Scaling vision cross-functionally to other product teams.
- Implemented framework for design team collaboration, fostering mentorship opportunities for lead designers.

### Senior Product Designer, Hudl

June 2013 – May 2021

- Led design for various web and mobile projects with measured success, including hardware product integrations.
- Mentored product designers and design apprentices, facilitating skill development and team growth.
- Improved design team prototyping practices through workshops and enhanced design collaboration culture.

### Web and Graphic Designer, mySalesman

Feb 2013 – Sept 2013

- Designed and developed company website, contributing to improved online presence.
- Created print materials for trade shows and customer outreach, ensuring consistent brand representation.

## WORKSHOPS & TRAINING

Design Dept.
**Ensuring Design Excellence**
April 2022

Design Dept.
**Design Leadership Fundamentals**
September 2020

Kathryn McElroy
**Prototyping for Designers**
May 2019

The Re-Wired Group - Bob Moesta
**Jobs to be Done**
Feb 2016