DANAE ECHEVERRIA

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LinkedIn:
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Portfolio:
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EXPERIENCE.

UX & Content Designer — Freelance

JAN 2024 — PRESENT

Managed all website content for a tourism client, crafting SEO-focused copy aligned with brand tone and optimized for English-speaking audiences, increasing customer inquiries by 40%

Currently designing a new feature for a local café's mobile app to enhance customer engagement and promote coffee culture, leveraging the agile development framework to ensure efficient and quality-focused progress.

UX Design Intern — NDD Infosystems

APR 2023 — JAN 2024 | Vancouver, BC

Collaborated with developers to design responsive Figma prototypes for four B2B software projects tailored to tourism clients, streamlining development by 25% through iterative reviews and stakeholder feedback.

Reduced tour booking time by 50% through a streamlined user flow that involved 3+ iterations and over 5 usability tests, improving overall efficiency and reducing user errors.

Enhanced user transition to new systems by developing comprehensive internal documentation (system specs, manuals, diagrams, and videos).

Created project proposals and presentation decks to communicate design concepts and system changes, achieving 80% stakeholder approval.

Digital Marketing Assistant — C Market Coffee

JAN 2021 — FEB 2022 | Coquitlam, BC

Improved website retention by 32% in two months by redesigning the site for mobile responsiveness, enhancing the design hierarchy to streamline product ordering, and optimizing for SEO to increase search visibility.

Increased social media engagement by 60% by analyzing Meta Insights and refining content strategies, leading to higher engagement and a measurable increase in sales.

Led content creation and daily post scheduling (photo, video, and written), collaborating with the photographer and designer to ensure brand consistency and align with promotional strategies.

Collaborated with the company director to evaluate campaign goals and budgets, ensuring alignment with both business and customer needs.

SKILLS.

Technical
Figma, Adobe CC, Sketch, InVision, HTML/CSS

Design
User Research, Wireframing, Information Architecture, Usability Testing, Prototyping, Presentation, Design Systems, Responsive Web, Inclusive Design

Collaboration
Agile Development, Monday, Slack, Github

PROJECTS.

ACLOGY — Mobile Application
JUL — OCT 2023

Initiated a project dedicated to help athletes address the mental aspect of an ACL injury and recovery. Final deliverable was an MVP with 82% NPS and is accessible by clicking on view prototype.

EDUCATION.

B.A. in English Literature,
University of British Columbia
Vancouver, BC | 2018 — 2023

LANGUAGES.

Spanish / English