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🇺🇸 United States Citizen

📍 Residing in Vienna, AT

🏠 Freier Zugang zum Arbeitsmarkt

SPOKEN LANGUAGE PROFICIENCY

English: Native

German: Professional Working

BIO

I was raised in the land of cornfields, in the heartland of the United States, learning that hard work was the motto by which to live. A yearning for adventure led me from Nebraska to Hawaii, from California to New York, and now, Vienna.

Over the course of 10+ years I've worked with agencies and academics, both in a freelance and employed capacity. I've gained a broad skill set by filling a myriad of roles: Web and UX Designer, Front-end Developer, UX Researcher, and most recently—Director of Web.

I am passionate about distilling complexity into simplicity. This, coupled with my experience, means that I am accomplished at taking vague concepts, extracting the critical information in order to successfully deliver projects. I adapt in the face of rapid change and focus on tackling problems collaboratively.

I pride myself on my approachability, flexibility, and willingness to tackle issues from any and every angle.

Dana Pesendorfer

UX Designer

WORK EXPERIENCE

Cropster, GmbH

Product Designer

JANUARY 2022 - PRESENT

- Producing user-centric product workflows and designs
- Collaborating with cross-functional SCRUM team to effectively deliver product improvements and feature updates
- Conducting generative research (surveys, depth interviews, user data analysis) aligned with product goals
- Co-leading team alignment workshops

Beacon Digital Marketing

Senior UX Consultant

JULY 2020 - JANUARY 2022

- Led project discovery to determine project needs, current pain points, and future build requirements
- Trained non-technical project managers on Agile/Waterfall methodologies and development practices
- Mentored junior UX and UI designers
- CRO & UX optimization for key site pages and PPC landing pages

Director of Web Production

JULY 2020 - AUGUST 2021

- Managed cross-functional delivery between 5 departments
- Drove internal service design
- Hiring, coaching and team management of a growing team of 5 designers and developers
- Led project discovery and execution; from website updates to full site redesigns
- Primary interface between web team and client stakeholders
- Defined project requirements and translating them into specifications

Senior Hubspot Developer

AUGUST 2019 - JULY 2020

- Led development for enterprise websites within the Hubspot CRM platform (HTML, Vanilla JS, ITCSS)
- Determining functional requirements for B2B marketing websites
- Usability reviews on web designs prior to development

TOOLS & FRAMEWORKS

- **Design:** Figma, AdobeXD, Illustrator, Photoshop, LucidChart, Flowmapp
- **Development:** GitHub, GitLabs, Webflow, Hubspot, Marketo, Pardot, HTML5, CSS3, jQuery, Javascript, VSCode, Sublime
- **Research:** Google Analytics, HotJar, SurveyMonkey, Optimal Workshop
- **Operational:** ClickUp, Basecamp, Teamwork, Accelo, Slack, Trello, AirTable, MS Office
- **Methodologies:** Waterfall, Agile

SKILLS

- **Communication**
Excellent command of the English language. Strength in active listening
- **Adaptability**
Ability to pivot in fast-changing environments and make decisions under pressure
- **Problem Solving**
Effective observational skills with analytical questioning leading to comprehensive solutions
- **Collaboration**
Ability to motivate teams with open-minded discussions, welcoming new ideas from all points of views
- **Integrity**
Ethical approach to design and firm belief in value of honest dialogue

AWARDS

- **AVA Digital Awards (2015)**
Non-Profit Website Design

INTERESTS & HOBBIES

- Travel
- Climbing
- Gaming
- Music
- Psychology & Sociology

WORK EXPERIENCE

Cornell University - Custom Development

UX Designer & Developer JULY 2020 - AUGUST 2021

- Led UX decisions on rapid prototype development of internal onboarding tool (Gatsby, Tailwind CSS)
- UI design using existing Cornell University design systems
- Code updates to existing sites within Wordpress

Andersen Digital

UX Designer & Hubspot Developer MAY 2015 - DECEMBER 2019

- Led development for enterprise websites within the Hubspot CRM platform (HTML, jQuery, OOCSS)
- UX/UI design for core site updates (Landing pages, full site reskins, usability enhancements)

Cornell Lab of Ornithology

UX Designer - Habitat Network OCTOBER 2015 - JULY 2019

- Tasked with improving a grant-based Citizen Science web application with 60 000 users
- Audited existing platforms strengths, weaknesses, and opportunities
- Conducted qualitative interviews, usability and hallway tests
- Planned sprints and stories within agile team

Anthology Marketing Group

Experience Designer SEPTEMBER 2013 - MAY 2015

- Led web design on key accounts
- Designed paid media campaigns, landing pages, and full sites
- Designed and developed email campaigns and templates
- Mentored junior team members on brand standards and usage

EDUCATION & CERTIFICATIONS

Bachelors of Arts - Journalism

University of Nebraska - Lincoln DECEMBER 2013

- A rigorous advertising curriculum with core focuses on brand strategy, market research, and campaign development

Professional Diploma in UX Design

UX Design Institute JANUARY 2022