

Daniella Postavsky

User experience designer

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Skills

Design

- Adobe CC, Figma, Sketch, Flinto, Webflow
- Sitemap, wireframe, prototype design
- Interaction design
- Information architecture

Research

- Field study and observation
- User flow and persona creation
- Usability testing

General

- Copy writing
- User empathy and design thinking
- Project management

Work Experience

PubLaunch

Project Lead

2016 - 2019

In a role that I defined, I constantly sought opportunities to improve the product's design and the execution of its development. Took charge of the onboarding process for a new development team by creating previously missing resources and designs, including a sitemap, organized wireframes, and high-fidelity mockups. The new team was able to start after one meeting. Adapted and iterated the design of the user signup process in response to user feedback. The updated designs eliminated nearly all previous user errors.

Project Coordinator

2015 - 2016

Translated product goals and vision into user flow diagrams that improved communication between teams and helped to establish feature requirements. Formed relationships with prospective users, resulting in word-of-mouth promotion and a large group of suppliers ready to sign up ahead of our launch. Initiated, designed, and published the new website in order to generate early interest in the business and its brand.

Iguana Books

Freelance

2016 - 2019

I regularly found ways to assist PubLaunch's sister company, Iguana Books. For example, I established a new design process for book covers based on frequent design meetings and iteration with authors. As a result, Iguana Books was able to design 89% of books in-house, instead of using third parties, as compared to 35% previously.

Communications Intern

2014 - 2014

Restarted the company's inactive blog to expand the company's online presence. Created and implemented social media strategy for client crowdfunding endeavours to optimize each campaign's exposure.

ClutchPR

Public Relations Intern

2015 - 2015

Secured a feature interview on CBC Radio and coverage on CBC News for the documentary *Survivors Roe* while managing its publicity at the Hot Docs 2015 festival.

Education

UX Self-Study Sabbatical

November 2019 - November 2020

Designed a self-directed curriculum to broaden my knowledge of UX theory and practice, including an extensive reading list and practical projects.

Centennial College

September 2014 - June 2015

Post-Graduate Certificate, Corporate Communications and Public Relations

University of Toronto

September 2008 - April 2013

Honours BA, English Specialist and Psychology Minor