



DANIELLE LOLENG

EXPERIENCE DESIGNER

danielleloleng@gmail.com
434-962-5773
danielleloleng.com

SKILLS

Animation
Augmented Reality
Branding & Advertising
Design Thinking
Digital & Physical Prototyping
Project Management
UX/UI Design
UX Research
Video Editing
Visual Design

TOOLS

Adobe Creative Cloud
ChatFuel
Cinema 4D
Figma
Final Cut Pro
HTML/CSS
InVision
Sketch

PASSIONS

DIY Projects
Discovering Niche Cultures
Finding/Creating the Perfect GIF
Fly Fishing & Fly Tying
Luxe Packaging
Obeying My Sweet Tooth
Rugby & Team Sports
Visiting All National Parks

EDUCATION

VCU BRANDCENTER

RICHMOND, VA

AUG 2019-MAY 2021

M.S. BUSINESS/BRANDING | EXPERIENCE DESIGN | GPA: 4.0

UNIVERSITY OF VIRGINIA

CHARLOTTESVILLE, VA

AUG 2010-MAY 2014

B.A. STUDIO ART | SCULPTURE | Major GPA: 3.4

EXPERIENCE

VANTAGE POINT CONSULTING

MAY 2020- AUG 2020, FEB 2021-PRESENT

RESTON, VA

UX/UI DESIGNER

Conduct research and facilitate design sessions; iterate on sketches, wireframes, and prototypes, while user testing hypotheses and refining based on feedback; build and improve existing style guidelines and user interfaces.

OFFICE OF STUDENT ENGAGEMENT

AUG 2019-JAN 2021

VCU SCHOOL OF BUSINESS | RICHMOND, VA

MARKETING GRADUATE ASSISTANT

Developed new strategy for organizational structure; communicated and market program offerings; planned, managed, and designed school-wide Instagram account; increased Instagram engagement by 78% in one semester.

MORVEN PROGRAMS

AUG 2015-AUG 2019

UNIVERSITY OF VIRGINIA | CHARLOTTESVILLE, VA

COMMUNICATIONS/MEDIA SPECIALIST

DEC 2016-AUG 2019

PROGRAMS/COMMUNICATIONS ASSISTANT

AUG 2015-DEC 2016

Created brand identity across enterprise and end-user experience; provided multifaceted communications strategy; designed and implemented large-scale events and long-term programs to focusing on democracy and sustainability.

BRANDSCAPE

CHARLOTTESVILLE, VA

AUG 2014-AUG 2015

ACCOUNT MANAGER

Provided print and promotional product solutions for large organizations and small local businesses; identified marketing opportunities meeting goals and budget constraints; ensured design met production and branding standards.