



# DANIELLE LOLENG

## EXPERIENCE DESIGNER

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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

AUG 2019-MAY 2021

RICHMOND, VA

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

### UNIVERSITY OF VIRGINIA

AUG 2010-MAY 2014

CHARLOTTESVILLE, VA

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

## EXPERIENCE

### CAPITAL ONE

MAY 2021-PRESENT

RICHMOND, VA

#### UX/UI DESIGNER

Lead design for the Brand Portal, a platform for all things brand-related; craft assets to fit into a larger ecosystem; work in a cross-functional team throughout the project lifecycle including user testing, prototyping, and documentation.

### VANTAGE POINT CONSULTING

MAY 2020- AUG 2020, FEB 2021-MAY 2021

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.