

Daniel Dougherty

UX Designer

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Profile

Creative and user-focused **UX Designer** skilled at delivering intuitive, user-centered experiences. Proficient in **user research**, **wireframing**, **prototyping**, and **interaction design**. Proven ability to lead teams and build accessible websites in fast-paced environments. Excels at collaborating with cross-functional teams and clients to drive business results through impactful design solutions.

Core Skills & Competencies

- **User Research & Testing:** Interviews, surveys, usability testing, A/B testing
- **UX & Interaction Design:** Wireframing, prototyping, user-centered design, interaction flows
- **Information Architecture & Content Strategy:** Sitemaps, user flows, content hierarchy, CTAs
- **Accessibility & Inclusive Design:** WCAG 2.1 AA standards, inclusive-design best practices
- **Front-End Development:** HTML, CSS, JavaScript, WordPress (Beaver Builder)
- **Design & Prototyping Tools:** Figma, Adobe XD, Photoshop, Illustrator
- **Collaboration & Leadership:** Cross-functional communication, project management, stakeholder alignment

Professional Experience

Lead UX/UI Designer & WordPress Developer (Volunteer)

48in48 Website Sprint – International Institute of Diplomacy for PROMISES (IIDP) | March 2025

- **Sprint Context:** Joined a volunteer-driven 48-hour website sprint organized by 48in48, taking the project from kickoff to live handoff.
- **Stakeholder Collaboration & IA:** Facilitated a rapid kickoff workshop with IIDP's founder to define objectives and map user flows for students, young professionals, and donors.
- **UI Design & Wireframing:** Sketched rapid hand-drawn wireframes for all core pages, establishing layout and content hierarchy under strict time constraints.
- **Content Strategy:** Refined and organized founder-provided copy, supplementing gaps with concise, mission-aligned AI-generated text to ensure a cohesive narrative.

- WordPress Development: Assembled eight mobile-first pages using Beaver Builder, applied a WCAG 2.1 AA-ready design system, and configured donation & volunteer-signup modules.

Lead UX/UI Designer & Project Lead (Volunteer)

48in48 Website Sprint – All In Together | October 2024

- Sprint Context: Contributed to a 48in48 volunteer-driven, 48-hour WordPress website build, taking the project from kickoff through handoff.
- Design Brief & Planning: Developed a structured design brief outlining audience personas and prioritized features; conducted a content audit to streamline navigation.
- UI Design & Wireframing: Produced rapid hand-drawn wireframes to align on layout and component placement in the compressed 48-hour timeframe.
- Content Creation: Collaborated with the content manager and used AI assistance to write and organize copy that aligned with All In Together's community-engagement goals.
- WordPress Development & Support: Guided a novice WordPress designer, configured Beaver Builder modules for event registration and donation flows, and QA'd responsive breakpoints.

Freelance UX Designer - Dougherty Designs | June 2024 – Present

- Redesigned Butcher's Union website, improving user engagement by conducting user research, creating wireframes, and delivering high-fidelity prototypes.
- Guided clients on brand voice, usability, and visual design through iterative design processes.
- Utilized Adobe XD, Figma, and Adobe Creative Suite to build functional, user-friendly interfaces that drive user retention.

129 Hub – General Manager | Feb 2021 – May 2024

- Led cross-functional teams, mentored staff, and optimized workflows to improve efficiency and collaboration.

Education & Certification

CareerFoundry — UX Design Certification, June 2024

- Focused on user research, wireframing, prototyping, usability testing, HTML/CSS, JavaScript, and WCAG-compliant accessibility.