

DENISE PASQUINELLI

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STRENGTHS

- **Professional:** Human Centered Design, Design Thinking, Qualitative Research, Usability Testing, Service Design, Lean UX, Rapid Prototyping, Agile Development, Content Strategy, Curriculum Design, Product Design, Conceptual Design.
- **Technologies:** Adobe Creative Suite, Sketch, inVision, Omnigraffle, Keynote, Microsoft Suite, Wordpress, Squarespace
- **Personal:** Functional Nutrition, Holistic Health, Education, Coaching, Theatre, Natural Building, Permaculture.

EXPERIENCE

User Experience Researcher | Amplified by Design | Portland, OR Spring 2017

- Designed, conducted, and analyzed research that included remote user interviews and usability tests.
- Created interactive prototypes for testing purposes, using inVision, wireframes, and design assets.
- Presented research findings that validated design directions and included suggested refinements to shape and enhance user experience.

Founder, Product Owner, Designer | S E E D Holistic Health + Wellness | PDX Metro 2013–Present

- Developed an online and in-person program rooted in whole foods nutrition, positive psychology, and the fundamentals of Ayurveda. This healing, multi-media experience was designed based on observed challenges to creating a healing diet + lifestyle, and has been experienced by over a hundred participants.
- Keep up to date with the latest research and technologies related to health and wellness.
- Facilitate workshops and individual consultations that are centered in the fundamentals of health, nutrition, and lifestyle designs. Utilize frameworks and matrices to deliver actionable information, and results.
- Maintain web presence by creating articles and social media content delivered on multiple channels.

Product Designer | Amplify Education | Brooklyn, NY + Durham, NC 2012 - 2015

- Collaborated closely with product ownership, subject matter experts, and engineering teams to create a digital multimedia learning environment, featuring math curriculum for middle grades.
- Supported stakeholders and engineering teams with UX solutions based in the latest technologies and vetted learning techniques.
- Conducted field research, in-house testing and usability tests in order to rapidly evaluate and assess product iterations and collect data to inform product priorities.
- Synthesized and communicated insights to stakeholders to shape strategy and fuel product iterations.
- Practiced Lean UX and lean user research in an agile development environment that required insights to be delivered in clear and action oriented way.
- Led workshops to strategize future design iterations, research opportunities, and new product opportunities.

User Experience Designer | Code and Theory | New York, NY 2011-2012

- Created user centered design solutions, specializing in content strategy and information architecture.
- Created competitive audits, content audits, stakeholder interviews, trends research and synthesized results into user archetypes, strategy principles, tactics, and design approaches.
- Produced site maps, user flows, customer journey maps, sketches, and annotated wireframes.
- Presented designs and strategies to clients and stakeholders in a compelling and digestible way.

EDUCATION

- **Master of Information and Library Science**
Pratt Institute Brooklyn, NY
- **Electronic Publishing Certificate**
University College London London, UK
- **Bachelor of Arts in Theatre Arts**
Linfield College McMinnville, OR
- **Holistic Health Coaching Certificate**
Institute of Integrative Nutrition New York, NY
- **Functional Nutrition and Lifestyle Certificate**
Holistic Nutrition Lab Portland, OR

AWARDS + TRAINING

- NN/g Usability Week
- Adaptive Path UX Intensive Training, Atlanta
- ASIS&T Emerging Leader
- Pratt Institute, Merit Scholarships
- Oregon Library Association Scholarships
- ACTF American College Theatre Festival, Meritorious Achievements, Outstanding Scenic Design, Outstanding Scenic Artistry