

# Dennae Makel

USER EXPERIENCE DESIGNER

Portfolio: [www.dennaemakel.com](http://www.dennaemakel.com)

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## Work Experience

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### DICK'S Sporting Goods

Senior UX Designer | Pittsburgh, PA | Oct. 2017 - Present

Led UX research and design efforts to push the boundaries of eCommerce and design system experiences. Conducted and synthesized research to support user insight discovery, machine learning for enterprise-wide search system, and eCommerce behavior.

Evangelized for the creation of DICK'S Sporting Goods Homefield Design System for all eCommerce, enterprise, warehouse, and store tools.

Collaborated and led teams of designers, product managers, software engineers, data-scientists, analysts and marketing creatives in an Agile environment.

### Stink Studios

UX + Interaction Designer | Brooklyn, NY | May 2017 - September 2017

Created boundary-pushing experiences for a diverse range of clients that merged omnichannel touchpoints with engaging designs. Completed UX research, design, wireframing, IA structures, content strategies, user testing/research, and working on editing client CMS and presentations.

- Increased household penetration from 33.8% to 37.7% by revitalizing a food product's brand strategy through a digital redesign and campaign
- Created museum and social campaigns that spread to new audiences on Wired, Fast Company, Ad Age, and AdWeek

### Carrot Creative

UX Design Intern | Brooklyn, NY | Jun. 2016 - Aug. 2016

Collaborate on multiples projects with design, strategy, and tech that improved multidisciplinary ideas, increased engagement, and

### Reporter Magazine

Art Director | Rochester, NY | Feb. 2015 - May-2017

Lead a team of 20+ creatives in fast-paced concept and visual development of the magazine to help strategize the most engaging content.

### Ellipse Magazine

Art Director | Rochester, NY | Sept. 2016 - Dec. 2016

Lead a passionate team to create an overall vision for our nationally-award winning magazine and communicate a cohesive product in print and digital.

### Cooley Creative LLC.

Junior Interaction Designer | Rochester, NY | Dec. 2015 - Apr. 2016

## Education

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### Rochester Institute of Technology

Rochester, NY | 2013 - 2017

Bachelor of Arts in Graphic Design | GPA: 3.97

Minor in Advertising & Public Relations

## Involvement

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### Interaction Design Association

Member | May 2018 - Present

### American Institute of Graphic Arts

Engagement Leader & Mentor | Aug. 2014 - May 2017

### Technical Assoc. for the Graphic Arts

Web, UI, and Editorial Designer | Aug. 2015 - May 2016

### National Society of Collegiate Scholars

Leader | February 2014 - May 2017

## Skills & Tools

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### Research & Design Skills

User Experience Design, Design Systems, User Interface, Interaction, Iconography, Digital Marketing, HTML, CSS, Concept Development, Iterative Testing, Service Design, Information Architecture, User Research, Strategy, Insight Synthesis, Wireframing

### Tools

Figma, Sketch, Adobe Creative Cloud, Qualtrics, UserTesting, Rev, Microsoft Office, Miro

## Honors

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### GD USA Magazine Student to Watch 2017

GD USA Magazine | 2017

### 6 Gold ADDY Awards for ellipse

National, Regional and Rochester Advertising Federation | 2017

### 1st Place Starbucks Packaging

Starbucks and Chase Design | 2017

## Connect

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LinkedIn: [Dennae Makel](#)

References available upon request