

Danielle Colbert

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Experience

Senior Product Designer

Marks & Spencer | Oct 2022 - Jul 2024 | London, UK

- Led cross-functional design sprints and user research to test how personalization can be used to help customers achieve their shopping goals, which included a personalized homepage feature that generated £4 million in annualized incremental revenue
- Designed and optimized responsive web experiences across the browsing journey to elevate the customer experience and drive higher conversion rates, including the redesign of the denim fit guide that resulted in £2.8m reduction in returns
- Championed a framework mapping 140+ user pain points and personalization opportunities across the customer journey, enabling product and design teams to identify and collaborate on impactful solutions

UX/UI Designer

Kaplan North America | New York, NY

Learner Guided Experience Team | Jun 2020 - Sep 2022

- Designed the standardized experience (personalized schedule, activity library, practice tests) adopted by all test prep products, creating an accessible and consistent courseware experience
- Collaborated with agile product owners and developers to release guided learning experiences to over 278k users

Mobile Team | Jun 2019 - Jun 2020

- Researched and designed an iOS/Android app for medical students to take and review practice quizzes, earning a 4.7 rating in the Apple App Store with 444 reviews
- Conducted in-person and remote user testing to validate the usability of the app and ensure feature adoption

UX Design Consultant

Art Institute of Chicago | Oct 2018 - Apr 2019 | Ann Arbor, MI

- Partnered with the Executive Director of Libraries to redesign and modernize the Ryerson & Burnham Digital Archives, validating the approach through heuristic evaluations and user testing

Education

University of Michigan School of Information

Class of 2019 | Ann Arbor, MI

B.S. in Information & UX Design

Minor Sociocultural Anthropology

Skills

Design

Design thinking & strategy
Interaction & visual design
Responsive web design
Information architecture
Wireframing & prototyping
Design system management
Native App Design
WCAG AA compliance
Workshop facilitation

Research

User testing (unmoderated & moderated)
A/B testing & experimentation
User journey mapping
Competitive & market analysis
Heuristic evaluation

Tools

Figma, Sketch, Adobe Xd,
InVision, Abstract, UserTesting,
Userlytics, Maze, Jira, Miro,
Mural, Medallia, HTML & CSS,
Adobe Creative Suite

Mentoring

Cajigo 100 Women in Tech
Mentor 2023-2024