

# Danni Kirchoff

## UI / UX Designer

Accomplice December 2016 - Nov 2019

### EXPERIENCE

#### ● Product Design Lead - b2b

Quandoo GmbH - Berlin | Feb 2021 - Present

- Lead b2b design for a team of 3 Product Designers & 1 Content Designer
- Maintained the new b2b design system in Figma
- Kicked off design work for the latest **QfR** product, before onboarding and collaborating with three more designers (released Sep. 2021)
- Conducted competitive analyses and defined initiatives alongside Product Owners
- Kept design documentation and design backlog tickets up to date in Confluence and Jira
- Managed the hiring and onboarding process for two new members of the design team
- Conducted weekly one-on-one meetings with designers and managed performance reviews
- Continuously improved design team workflows based on business strategy

#### ● Senior Product Designer - b2b

Quandoo GmbH - Berlin | Oct 2019 - Feb 2021

- Designed the second product for the **QfR** product suite – a native iOS and Android app (not yet released)
- Partnered with UX Research to conduct in-person interviews and usability tests in Berlin
- Began conducting one-on-one meetings with one b2b designer (the team was just the two of us at this point)
- Supported the hiring process for new members to the design team

#### ● Product Designer - b2b

Quandoo GmbH - Berlin | Jan 2019 - Oct 2019

- Designed the first product for the new **Quandoo for Restaurants (QfR)** product suite – a responsive web tool (released in Dec 2019)
- Partnered with another designer to create the new design system for b2b, to unify all new products
- Partnered with UX Research to conduct in-person interviews and usability tests in London and Berlin
- Worked a shift as a host in a Quandoo partner restaurant to establish customer empathy

- Served as an in-house product designer for a client in the banking industry (our largest client engagement)
- Created user stories, user flows and wireframes with detailed interactive annotations for a large client in the communications industry
- Made interactive prototypes in Invision for client presentations and tests
- Helped to write scripts and participated in user testing
- Continuously prepared development-ready screens and assets using Zeplin for various projects
- Assisted in QA and documentation of bugs to increase quality of product builds

## Visual / Production Designer

Fjord Austin (Formerly *Chaotic Moon*) Jul 2015 - Dec 2016

- Designed UI and created illustrations for a variety of products
- Collaborated with UX designers to push functional boundaries and create an intuitive experience
- Created visual designs for a consumer-facing mobile experience alongside a large cross-discipline team for a company in the Food and Drink industry (native iOS and Android applications, total contract value \$5M)
- Wrote specifications and assisted engineers to ensure intended visual direction was accurately implemented
- Assisted in QA and the documentation of bugs to increase quality of product builds
- Made style guides and components libraries in Sketch

### EDUCATION

## BFA in Communication Design

Texas State University - San Marcos 2015

### CONTACT

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*References available upon request*