Kseniia Daniels
Designer

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Work experience

Junior Art Director, Jun 2022 - Present, *Arc Worldwide*

- Produced digital, print, and animation deliverables with on brand aesthetic and proper retailer design guidelines in effective partnership with copywriters.
- Experienced creating key visuals for advertising campaigns from scratch.
- Presented work to senior creative team members and clients and proactively implemented the feedback in Adobe Suite.
- Demonstrated problem-solving skills during the brainstorms and campaigns ideation.
- Actively participated in agency internal projects, such as Breast Cancer Awareness Campaign, NICK Retail Intelligence Center, Are You Sold social assets, and Arc Website Template Creation.
- Implemented accessibility best practices throughout design work and explained these standards to the creative team.

Master's Projects

Thesis: Web Accessibility Experience, Spring 2022, *Design, Accessibility, Coding*

- Coded a website to simulate the barriers that people with disabilities experience when encountering inaccessibility on the web following a 6-month research and user testing.
- Shaped 4 accessibility guidelines into a game-like environment in order for users to learn and have fun.

Google Maps: NY Subway, Fall 2021, *Figma, Research, User Testing*

- Redesigned Google Maps for easier navigation throughout the NY subway by conducting interviews with users and assembling user flow diagrams and wireframes.
- Conducted user testing that inspired a total of 5 prototype iterations and presented my findings.

Visiting Neightbors App, Summer 2020, *Figma, Prototyping, Design System*

- Prototyped an app for a NY-based charity that helps seniors to live healthy and meaningful life throughout a 3-week design challenge.
- Developed low-fidelity, and high-fidelity digital prototypes with a design system matching the client's preferences and successfully pitched deliverables to the client.

Education

New York University, Sep 2020 - May 2022, *M.P.S. Interactive Telecommunications*

Relevant courses: Visual Design, Design Research, Visual Journalism, Developing Assistive Tech.

University of Bath, Sep 2017 - Jun 2020, *BSc (Hons) Psychology*

Thesis title: "Focus groups study: Perceptions of online harassment at University".

Skills

Adobe Suite, Figma, HTML, CSS, Web Accessibility, WCAG, UX Design, Research Methods, Usability testing, Wireframing, Prototyping

Achievements

- Certified Professional in Accessibility Core Competencies (CPACC).
- Certified DHS Trusted Tester, U.S. Department of Homeland Security.
- Volunteered at 11 organizations with 276 hours contributed.