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## TOOLS

Figma  
Photoshop  
InDesign  
Illustrator  
Final Cut Pro  
After Effects  
Premiere Pro  
Glowforge  
Formlabs

## LOCATION

Current:  
Western WA, USA

Open To:  
Remote  
Hybrid  
On-site  
Relocation in WA

## SKILLS

User Interface Design (UI)  
User Experience Design (UX)  
User Experience Research  
A/B Testing  
Wireframing  
Prototyping  
Mobile  
Native Design  
AAA Accessibility  
Art Direction  
Graphic Design  
Creative Management  
Brand Development  
Brand Guidelines  
Print Production  
Consumer Package Design  
Illustration  
Image Manipulation  
Conceptual Design

## AWARDS

Work featured on Forbes.com  
2019 Magic: The Gathering | WotC  
**Nevada Press Association Awards**  
2nd Place - Best Multi color Ad  
**Nevada Press Association Awards**  
2nd Place - Best Large Ad  
**Nevada Press Association Awards**  
3rd Place - Best Large Ad

## EDUCATION

B.S. of Science Graphic Design  
Art Institute of Las Vegas

# DANIELLE HIBBS

SENIOR UX & UI DESIGNER | VISUAL DESIGNER | PRINCIPAL GRAPHIC DESIGNER

### CURRENT 2024

#### MICROSOFT | *24 Seven Talent*

VISUAL DESIGNER & SENIOR UX DESIGNER [REMOTE]

UX & UI DESIGN | VISUAL DESIGN | B2B | B2C | SaaS | MARKETING

Azure Communication Services - Contract

- Responsible for developing a comprehensive branding suite & brand identity
- Internal and customer-facing marketing materials, including video production
- UX/UI design support in both Azure and ACS phone application

### 2023 2022

#### PROBABLYMONSTERS | *Series A Startup* ↗

SENIOR UX PRODUCT & UI DESIGNER [REMOTE]

UX & UI DESIGN | VISUAL DESIGN | BRANDING | SaaS | MARKETING

Laid off due to macroeconomic conditions; Not performance related

- Founding UX/UI Designer
- Designed UX/UI for PM One Source of Truth: Nexus MVP internal software
- Created user flows, UX wireframes, and components
- Created brand guidelines for Nexus & Development Framework
- Created component UI library based on branding guidelines w/design team
- UI subject matter expert for team
- Worked closely with engineers for project implementation
- Created multi-platform interfaces, responsive, and accessible native designs
- Provided UX/UI Support to other studios across ProbablyMonsters

### 2022 2020

#### MICROSOFT | *Murphy & Associates* ↗

SENIOR UI|UX DESIGNER [REMOTE]

UX & UI DESIGN | SaaS | B2B | B2C | VISUAL DESIGN | MARKETING

Visual Studio, Devblogs, Devcom, & VSS - 2 Year Contract

- Conducted user research, competitive analysis & A/B Testing
- Created multi-platform interfaces, responsive, and accessible native designs
- Created UX wireframes, user flows, components and redlines
- Redesigned VS ticketing system - Reduced duplicate tickets 60% 1st month
- Redesigned VS customer service experience - Reduced calls 40% 1st month
- Participated in redesign & branding, improved UI and UX across site pages
- Diagnosed issues in UI interactions to create consistent interfaces and UX
- Collaborated with remote engineers and developers all over the world
- Created wireframes and functioning figma prototypes for stakeholders

### 2020 2019

#### EL1 SPORTS | *Los Angeles Dodgers Elysian Park* ↗

SENIOR GRAPHIC DESIGNER & UI|UX DESIGNER

VISUAL DESIGN | BRANDING | PHOTOGRAPHY | UX & UI DESIGN

- Rebranded Los Angeles Dodgers Training Academy, Powered by EL1 Sports, Diamond Defenders, Softball University & Rise Football
- Organized photoshoots, art directed photography and video
- Redesigned UX and UI of existing websites

### 2019 2019





#### FUNKO GAMES | *Freelance Project "The Shining Board Game"* ↗

SENIOR GRAPHIC DESIGNER

- Designed: Game board, game pieces, cards & components
- Package concepts

ADDITIONAL EXPERIENCE ON LINKEDIN ↗



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# DANIELLE HIBBS

SENIOR UX & UI DESIGNER | VISUAL DESIGNER | PRINCIPAL GRAPHIC DESIGNER

2019  
2017

## MAGIC THE GATHERING | HASBRO | [Robert Half](#)

DESIGN MANAGER & SENIOR GRAPHIC DESIGNER

DESIGN MANAGER | PACKAGING | BRANDING | UI DESIGN | B2B | B2C | MARKETING

Magic: The Gathering | Transformers | Dungeons & Dragons - 2 Year Contract

- Hired and managed external graphic designers for Magic: The Gathering
- Mentored developing designers, providing project & development guidance
- Project managed and distributed projects to designers based on skill sets
- Cultivated healthy relationships between internal, external employees & vendors
- Concepted product branding and line looks - M19/Ultimate Masters/Challenger
- UI/UX Magic: The Gathering mobile game & Transformers Card Game website
- Applied design assets to packaging, marketing materials, web and print
- Heavy illustration composites and concepts created for set branding

2017  
2012

## TOYSMITH [↗](#)

SENIOR GRAPHIC DESIGNER & UI/UX DESIGNER

UX DESIGN | PACKAGING | BRANDING | VISUAL DESIGN | PHOTOGRAPHY | B2B  
MARKETING | TRADESHOW | ILLUSTRATION

- Redesigned 350+ page product catalog increasing revenue \$1,000,000+ 1st quarter
- Organized and art directed product and talent photo & video shoots
- Art directed 2017 Toy Fair Booth created customer product interaction experiences
- Redesigned website improving customer interface and experiences
- Rebranded multiple toy lines & art directed application across print & web

2012  
2011

## RANDYS RING & PINION [↗](#)

GRAPHIC DESIGNER

PACKAGING | VISUAL DESIGN | BRANDING | PHOTOGRAPHY | MARKETING | B2B  
B2C | TRADESHOW | UX & UI DESIGN

- Redesigned all company graphics, including: catalogs, brochures, & tradeshow
- UI/UX for multiple company brand websites
- Led the creation of product demonstration videos, handling:
  - Concept development and planning
  - Shooting, producing, and editing
- Increased sales across all brands: Yukon Gear, Standard Gear & more

2011  
2010

## REVIEW JOURNAL NEWSPAPER [↗](#)

GRAPHIC DESIGNER

PREPRESS | MARKETING | BRANDING | MENTOR | PHOTOGRAPHY | B2B | B2C

- Created ads for newspapers, magazines, catalogs, and web banners. Awarded for my designs, as well as employee for the month of January.

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