HONEY MCDANIEL – SENIOR PRODUCT DESIGNER
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DESIGN EXPERIENCE

Truist   Aug 2022 -
Senior Voice User Interface Designer (Conversational AI Design), AVP   Present

- Orchestrates the overall conversational AI strategy, employing multi-modal designs that enable users to interact seamlessly with our banking chatbot through voice, tap, touch, or gestures to meet their daily banking needs.

- Conducts extensive research to identify innovative features and design improvements, with a keen focus on inclusivity and operational efficiency to drive our product forward into the future.

- Collaborates closely with cross-functional teams to streamline processes and optimize design requirements for a smooth development hand-off, delivering exceptional results that meet and exceed customer expectations.

- Serves as a key liaison between designers and developers, participating in development-specific meetings to ensure smooth implementation and providing timely feedback as needed.

- Facilitates productive weekly team meetings and co-creation workshops, harnessing the collective creativity and insights of our team members to elevate the user experience of our product to new heights.

USAA   Jan 2022 – Jul
Lead Product Designer   2022

- Led cross-functional collaboration between design, development, and business stakeholders to deliver exceptional customer-facing experiences for native apps and websites.

- Streamlined hand-off process to the development team, reducing confusion and accelerating end-to-end flow.

- Orchestrated user testing and research studies to gather feedback and drive continuous design improvements, while representing the design team in all relevant development activities.

Product Designer   Sep 2021 – Jan
                                                                                                     2022

- Supported the native roadside assistance project as well as another web third party vendor tool for the Claims Team efforts.

- Collaborated with design team leads to assist in any area possible within the project ranging from ideation to engineering support to push the projects to completion.

Walmart   Feb 2021 - Aug
Senior Product Designer   2021

- Led R&D and design efforts for a critical internal data product, collaborating closely with stakeholders to deliver innovative solutions that met their unique needs.

- Streamlined the development process by working closely with developers to synthesize solutions, minimizing issues and ensuring a seamless hand-off.

- Conducted a comprehensive audit of the product during onboarding, leveraging user interviews and data analysis to identify problematic areas and drive continuous improvement.

Fake Orange Creative   Apr 2020 – Jan
Senior Product Designer   2021

- Led project kick-offs and client meetings to ensure projects were aligned with client needs and delivered on time.

- Collaborated with cross-functional teams to deliver high-quality solutions that met project requirements, timeline, and budget.

- Facilitated the final touches on user interface and branding to ensure a polished product before testing.

Fetchly   Dec 2018 – Mar
Lead User Experience Designer   2020
- Collaborated with lead developer and team to ideate and design mobile and desktop apps for clients and internal projects.

- Introduced innovative ways to streamline design and handoff processes, enabling company growth.

- Created high-fidelity prototypes using Invision App with Sketch to provide clients and team with a working product before development.

Village Gate Apartments   Oct 2017 – Nov
Senior Product Designer   2018
- Developed a deep understanding of the market and competition through comprehensive research, resulting in innovative ideas and strategies for the company's products and services.

- Increased user satisfaction and retention by organizing community events and conducting user interviews to gather valuable feedback that informed product design and development.

- Enhanced the company's online presence and customer acquisition through design strategy and improvements to the company website, flyers, email newsletters, and event landing pages.

Mint Design   Dec 2015 – Sep
Product Designer   2017
- Developed innovative design concepts and solutions that aligned with client needs and brand objectives, resulting in successful marketing campaigns and increased engagement.

- Collaborated with cross-functional teams to ensure seamless execution of design projects, from ideation to delivery.

- Conducted user research and market analysis to inform design decisions and produce designs that resonated with target audiences.

Dollar Shave Club   Jun 2015 – Dec
Product Designer   2015
- Oversaw the recreation of the old website to reflect new industry standards and to be able to expand, scale, and reuse reusable components that they plan to use for their global expansion.

- Utilized data and insights to drive design decisions, resulting in an increase in product conversion rates.

- Ensured the website's responsive design and accessibility compliance, making it accessible to users on different devices and with varying abilities.

DSG Marketing   Nov 2013 –
Product Designer   May 2015
- Spearheaded the end-to-end design and development process for consumer-facing and DSG Marketing websites, from prototyping to launch, resulting in engaging and user-friendly digital experiences.

- Leveraged data-driven insights and user feedback to continuously improve and iterate on designs, resulting in increased user engagement and conversion rates.

- Collaborated closely with development teams to ensure successful implementation of design solutions, meeting project timelines and budgets.

SKILLS

Collaboration | Project Management | Empathy | User Interface Design | User Research and Strategy | Wireframing | Prototyping | Usability Testing | User Flows | Human-centered Design | Information Architecture | Sitemaps | User Journeys | Visual Design | Branding | Design Systems | Cross-functional teams | Multi-modal design | Creative Strategy

TOOLS

Sketch | Figma | Adobe XD | Invision | Pen & Paper | Photoshop | Zeplin | FigJam | Illustrator | Balsamiq | Miro | HTML | CSS | Mural | Axure