

# Danielle Mason

SUSTAINABLE DESIGNER | DESIGN RESEARCHER | VISUAL COMMUNICATOR

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## Experience

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### The Social Institute | Design Intern

August 2023 - Present

- Migrated the Social Toolkit's assets to WinAtSocial.com from TheSocialInstitute.com to improve user access and streamline data management.
- Designed user flow for new #WinAtSocial parent and educator onboarding process, ensuring seamless navigation on both desktop and mobile platforms.
- Collaborated cross-functionally with engineering, marketing, and design teams to elevate user experience for Social Toolkit in #WinAtSocial and Content Management System.

### Virginia Cyber Range | Graphic Design Intern

Sept 2022 - Present

- Developed a comprehensive digital asset library featuring 50+ vector icons for K-12 cybersecurity course user interfaces utilizing Figma and Adobe Illustrator.
- Designed flat patterns for socks and other soft goods merchandise that align with the company brand theme.
- Collaborated with design interns on designing save-the-date digital marketing and visual communication for Virginia Cyber Range events and conferences.

### Freelance | Design Consultant

Jan 2021 - Present

- Offered expert UI/UX consultation to PV19 Scholarship Fund, enhancing website design and user experience for students applying to the scholarship and sponsors donating money.
- Created branding packages for clients such as Atik Performance Alpaca Socks and Vision by Vincent, including logos, color schemes, and social media guidelines.

## Research Experience

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### Focused-Ultrasound Sub-team in TEAM Malawi | Design Research Member

Jan 2023 - Present

- Sponsored by Virginia Tech to travel to Blantyre, Malawi, for 10 days to address women's cervical and breast cancer problems within the rural community.
- Conducted interviews with hospital administrators and students at Malawi University of Science (MUST) and Technology to identify technological needs.
- Designed user experience and style guide for prospective Focused Ultrasound educational program at MUST for diverse user groups.

## Education

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### Virginia Tech, B.S. Industrial Design

Graduation: May 2024

Minors: Strategic Communication and Landscape Architecture

Awards: \$4,000 Scholarship for "fostering student leaders" – Peer Academic Coaching Program (2021-Present), 1<sup>st</sup> Place Winner in SustainFloyd x VTID Design Competition (2023), Top 10 Placement in Industrial Design Student Competition (2022), Best Resident Advisor Staff – Virginia Tech Residential Experience (2021)

Skills: Figma, Adobe Creative Cloud, 3D Modelling, Design Research, Sustainable Design Thinking, Solidworks, Rhino3D, Fusion360, Keyshot, Sewing/Flat Patternmaking, English (Fluent), Spanish (Conversational), Portuguese (Elementary)