Saige Danby

is a *swiss army knife* designer based in PHL specialized in UI, UX, Brand, and Product.

Experience

Education

160over90 // Senior Designer

April 2022 — Current

- * Clients include Marriott, Visa, USAA, Obsidianworks, Valvoline, NYU, and more.
- * Hybrid role between UI design and creative /brand.
- * Digital projects include large scale websites, marketing driven landing pages, apps / product design, game design for in person activations, and instagram filters.
- * Creative projects include marketing campaigns, brand, and activation concepting, banner ad execution, and animation.
- * Frequently helped out on business winning pitch work.
- * Owned client deliverables and presented work to key stake holders.
- * Championed animation as an integral part of design systems.

Supply // Interaction Designer

January 2020 — April 2022

- * Clients include Nike, Dr. Martens, Autodesk, Bowflex, Nautilus, and Keep by Framework.
- * Experience in product design, visual, UI design, and research.
- * Several projects spanned year long engagements where client heavily relied on our team to lead product strategy and design efforts that drive their organization forward.
- * Worked closely with agile dev teams to document and stage product releases and feature development.

Wildforth Creative // Consultant

July 2019 — January 2020

* Contract role, collaborated on brand identity development and web design for beauty and healthcare clients.

Crowd Cow // Graphic Designer

July 2018 — June 2019

- * Intensely fast paced start up, worked as the sole designer in the company.
- * Projects ranged from email marketing campaigns, social content, product photography and editing, packaging + print.

Western Washington University

BA in Design, Minor in UX

* Areas of study include branding, web design and development, packaging, UX, and Interaction Design.

Skills

Software

Sketch, Figma, Illustrator, Photoshop, Indesign, Adobe Animate,
After Effects, Principle, Miro, Jira & Confluence, Invision.

Capabilities

* Web Design, Design Systems, UX, Product Design, Design System, Strategy, Brand Identity, Banner Ad Production, Animation, Prototyping, Research, Social, Email, Print + Packaging, OOH, Information Architecture.

Strengths

- * A no ego collaborator, through design processes, involving strategy, copy, art, and developers.
- * Presenting work with strategic framing, managing the expectations of multiple stakeholders.
- * Can execute tasks and explorations at a high level of effenciency
- * Thorough and creative problem solver, not stopping at the easy solution but continuously searching for the best that will raise the bar.
- * Champion of brand voice and strategy through the lense of digital.
- * Avid prototyper and animator as it's a key stage in the design processs, and vital to bringing brand expressions to fruition.