

Danielle Kadom

West Midtown, Atlanta, Georgia 30318

404-414-6944 | kadom.com | daniellekadom@gmail.com | linkedin.com/in/danielle-kadom

Education

University of Georgia	Athens, GA
Master of Arts in Emerging Media Design	Jun. 2024 – May 2025
University of Georgia	Athens, GA
Bachelor of Arts in Cognitive Science (emphasis in AI), Certificate of Computing	Aug. 2021 – May 2024

Professional Experience

UX/UI Design Lead	May 2025 – Present
Chptr Social	Atlanta, GA
- Designed and shipped an end-to-end merchandise storefront from 0 → 1 driving over \$454K in gross revenue across 10k+ orders, and an integrated platform-fee model generating recurring take-rate revenue for the company. - Led the redesign of the bookings system, growing monthly bookings 4.7x (increasing average bookings from 46/month to 217/month) and annual revenue from \$126k to \$625k in a single year. - Owned discovery through delivery on all new product initiatives through leading kickoff meetings, authored product requirement documents, and partnering with engineering through the build and QA ahead of release, contributing to company-wide growth from 400 to 10K average monthly users in one year (1,700% increase).	

UX/UI Designer	Sep. 2024 – May 2025
Chptr Social	Atlanta, GA
- Designed and shipped the points management system from 0 → 1, now processing over 35k requests and over 137K points awarded, scaling 19x from 285 to 5,572 requests on average/month. - Prototyped and launched event-linked photo albums for mobile, growing uploads from 0 to now 35,000+ per month, reaching a 72% album attach rate across 10K events. - Designed the submit-and-review workflow for point requests producing 270 distinct point systems across 80 organizations at 13 campuses nationally.	

Design Apprentice	Jun. 2023 – Jul. 2023
IBM	Atlanta, GA
- Completed the IBM Talent Accelerate Program, a highly selective 8-week program focused on applied design thinking. - Selected as one of 93 participants to earn an industry-recognized design badge, demonstrating mastery of visual and user experience (UX) design principles.	

Graphic Design & Digital Marketing Intern	Feb. 2023 – Jun. 2023
Fans Meet Idols	Atlanta, GA (Remote)
- Designed 35+ print-ready vector logos in Adobe Illustrator for collegiate athletes' NIL merchandise (t-shirts, hats, bags, water bottles), built with limited colors and simple shapes for clean printing, plus store mockups. - Produced 150+ social graphics (about 25 per week) in Photoshop, Illustrator, and Canva, versioning each for Instagram, Facebook, and X, and built reusable post and story templates with caption and hashtag guidelines.	

Relevant Experience

Digital Media and Cognition Researcher Grady College of Journalism	Aug. 2024 – May 2025
Ran a 100+ participant eye-tracking study (Tobii) with 6 doctoral students examining how personal beliefs affect people's ability to detect politically themed AI imagery.	
Cannes Lions Festival Delegate Cannes, France	May 2024 – June 2024
Selected for a competitive 3-week program at the Cannes Lions International Festival of Creativity, engaging with creative, advertising, design, and tech leaders from 90+ countries and presenting a final research project to faculty.	

Skills

Research: Stakeholder Interviews, Discovery Sessions, Competitive Audits, Heuristic Analysis
Design: User Flows, Information Architecture, Wireframes, Interactive Prototypes, Website Design, UX Content Writing
Collaboration: Design Thinking Workshops, Product Requirement Documents, Agile Environment
Tools: Figma (Auto Layout, Components), Rive, Adobe Illustrator, Photoshop, After Effects, Tobii Pro, Linear, Jira
Code & AI: HTML, CSS, JavaScript, Swift, Git, Cursor, Claude Code