

Danielle Shepard

Professional Profile

Danielle Shepard is a human-centered who specializes in designing systems and services to be more equitable, effective and environmentally healthy. With 14 years of experience in management, strategy, and design, her expertise includes leading teams and building partnerships along with a suite of strategies to identify user needs and community assets.

With an affinity for problem-solving and optimism, Danielle believes even our toughest challenges can be solved with a better design.

617.680.9331

Danielleswork.com

Shepard.L Leigh.D@gmail.com

Linkedin.com/in/danielle-shepard

Brooklyn, New York

Key Skills

Design Strategy

Human-Centered Design

Workshop Design & Facilitation

User Experience Research

User Experience Design

Research Synthesis

Work Experience

Design Strategy • Capital One

NY, NY • Jan. 2020 – Present

Working within the Financial Well-Being portfolio to design products and experiences aimed at increasing financial access, literacy, and support.

- Designing and facilitating collaborative workshops for diverse groups of business partners and designers with the aim of aligning on project outcomes and indicators of success
- Leading strategy across the full design cycle, from conducting user research and synthesis, to developing prototypes and delivering long term experience strategies
- Leading an internal learning community to introduce fellow-designers to systems-level design methodologies
- Presenting project outcomes and relevant recommendations to partners and leadership across lines of business

Design Research & Strategy Consultant • Federal Reserve Bank of NY

NY, NY • June 2019 – Dec. 2019

Working in the Applied Critical Thinking Function ('ACT') to co-design and scale a set of critical thinking tools for tackling unconscious bias in the broader Bank.

- Designed immersive learning environments, games, workshops, and hands-on tools to explore the ways cognitive biases impact decision making within the Bank
- Developed human-centered design guides covering strategy, planning, research, communications, and project implementation to be used by Fed Executives
- Co-designed a set of key principles, mindsets, and behaviors for long-term innovation within the broader Bank

Design Researcher • Diagram

NY, NY • Aug. 2018 – May 2019

Research exploring the epidemic of youth that age out of foster care and enter into homelessness.

- Conducted research on U.S. healthcare services addressing youth homelessness to identify the current barriers and opportunities for improvement
- Interviewed service leaders successfully innovating within current systemic challenges
- Mapped the landscape of homeless and foster care services offered throughout the country to uncover potential patterns, indicating positive or negative outcomes

Education & Certification

Master of Fine Arts,
Design for Social Innovation
School of Visual Arts
New York, NY
2017 – 2019

Bachelor of Arts,
Anthropology | Cum Laude
The George Washington University
Washington, DC
2004 – 2008

Visual Design
General Assembly
2020

Danielle Shepard

Freelance & Volunteer

Financial Coach
Brooklyn Plans
2019 - Present | New York, NY

Voter Engagement
IGNITE National
2018 - Present | New York, NY

Community Designer
Ulster Citizen Action Group
2018 – 2019 | Ulster County, NY

Passive House Design Advocate
Habitat for Humanity
2018 | New York, NY

Contributing Writer
The Regeneration Magazine
2018 | New York, NY

Designer & Facilitator
Sustainable Brands Conference
2018 | Vancouver, BC

Work Experience

Design Researcher & Strategist • The Gates Coral Lab

NY, NY • Jan. 2018 – Nov. 2018

A global strategy to connect diverse stakeholders around coral reef preservation.

- Utilized the human-centered design process to uncover the unique pain points and opportunity areas around global coral reef preservation efforts
- Conducted interviews with leading ocean conservancy experts, NGOs, and international business experts to inform the design of this network
- Built a full messaging platform and suite of communication tools for acquiring network partners
- Built the brand identity, infographics, audience-specific messaging, a modular pitch deck, website, and launch strategy

Account Manager • Konzept VR

Queens, NY • 2016 – 2017

Virtual reality production agency providing 360° and live action video content.

- Managed a diverse portfolio of client and partner relationships
- Represented Konzept VR at trade shows and expos to acquire new business
- Built over 20 partnerships focused on incorporating virtual reality into their brand

Lead Project Manager

- Coordinated project execution with senior management and third-party vendors
- Built strategic production schedules ensuring projects were delivered within scope and budget

Head of Operations • Crate and Barrel

NY, NY • 2011 – 2015

Retail chain offering a variety of furniture, kitchenware and other home essentials.

- Implemented weekly communication routines increasing productivity and team collaboration
- Designed yearlong training plans focused on the development of eight full-time staff members
- Managed scheduling, payroll and staffing strategies for a team of forty individuals
- Mapped seasonal strategies for the store's visual and operational workflows

Associate Producer • SHARP | Travel Channel

NY, NY • 2008 – 2011

A Manhattan-based television production house.

- Conducted on-camera interview and handled casting for ten+ series
- Wrote and pitched series content to senior producers
- Secured partnerships with talent and production teams throughout the U.S and Europe