

DANIELLE BOSWORTH

CUSTOMER EXPERIENCE | PRODUCT & SERVICE DESIGN | OPERATIONS OPTIMIZATION

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PROFESSIONAL PROFILE

Customer experience and product design professional who turns customer insights, behavioral research, and operational friction into clearer journeys, scalable resources, and more effective workflows. Combines a psychology foundation with hands-on experience in customer education, UX research, service delivery, knowledge management, and cross-functional operations. Skilled at connecting customer needs with business goals and translating complex information into practical improvements for products, services, and teams.

CORE CAPABILITIES

Experience Design: Customer journey mapping • UX research • Usability testing • Service design • Information architecture • Voice of Customer • Prototyping

Optimization & Operations: Process improvement • Workflow design • SOPs • Knowledge management • Customer onboarding • Project coordination • Cross-functional collaboration

Insights & Technology: Qualitative research • Feedback synthesis • Analytics and reporting • AI-assisted workflows • CRM administration • Data-informed recommendations

PROFESSIONAL EXPERIENCE

Product Specialist & Marketing Coordinator | Magic Sleek | Manalapan, NJ May 2025 – Jun 2026

- Partnered across leadership, product education, customer support, sales, marketing, and operations to identify customer friction and improve service delivery, communication, and internal workflows.
- Designed and implemented an AI-powered knowledge assistant that centralized product, customer, and operational information, improving access to consistent answers and support resources.
- Analyzed customer questions, product challenges, and distributor feedback to develop onboarding materials, troubleshooting resources, presentations, SOPs, and customer-facing education.
- Introduced Notion-based documentation and workflow organization to improve project visibility, asset management, knowledge sharing, and operational consistency.
- Created Tableau and analytics-based reports that translated customer, marketing, and operational data into recommendations for leadership decision-making.
- Coordinated digital commerce, education programs, national trade shows, vendor communication, and customer follow-up while balancing concurrent priorities across teams.

Product Design Extern | MissTeePRO / Rutgers MBS Externship Jan 2025 – May 2025

- Conducted customer, market, and competitive research in the curly and coily haircare category, synthesizing findings into product opportunity and positioning recommendations.
- Built a relational Airtable system for ingredient and formulation research, improving the team's ability to compare data and retrieve decision-relevant information.

Hairstylist / Cosmetologist | The Art of Hair | Old Bridge, NJ Aug 2021 – Jan 2024

- Delivered highly personalized services, translated customer needs into practical recommendations, and created content that increased bookings by approximately 20%.

Branch Manager | G & C Robins Co. / Supercuts | East Windsor, NJ Jun 2018 – Jul 2021

- Led daily operations, scheduling, team performance, customer experience, and service recovery in a high-volume environment; CRM-driven outreach increased client retention by 32%.
- Improved workflows, staff performance, and customer engagement, contributing to approximately 175% revenue growth.

SELECTED PRODUCT & EXPERIENCE DESIGN PROJECTS

Vocari | *AI-enabled career development platform*

- Designed an evolving Profile DNA and feedback system that helps users understand, challenge, and refine career-related insights while preserving evidence, transparency, and user control.
- Defined information architecture, customer journeys, interaction patterns, and governance requirements for onboarding, recommendations, self-discovery, and AI-assisted profile conversations.

Joomla Extension Directory | *Information architecture and discovery redesign*

- Conducted four stakeholder interviews, two surveys, a heuristic evaluation, and competitive research to identify search, metadata, filtering, and trust barriers.
- Developed evidence-based recommendations for goal-oriented discovery, standardized metadata, clearer filters, explainable results, comparison, and community trust signals.

Robin Job Search Platform | *UX research and experience design*

- Used contextual inquiry, journey mapping, iterative prototyping, and click-through testing to uncover job-seeker friction and recommend improvements to the end-to-end experience.

EDUCATION

Master of Business and Science (MBS), Product Design & Innovation | Rutgers University | New Jersey 2026

- Applied UX research, systems thinking, data analysis, information architecture, prototyping, project management, and business strategy to real-world product and service challenges.

Bachelor of Arts, Psychology; Minor in Sociology | Rutgers University | New Jersey 2023

- Foundation in human behavior, motivation, research methods, communication, decision-making, and individual and group behavior.

TOOLS

Research & Design: Figma • Miro • Canva • Adobe Creative Cloud • Airtable • Notion

Data & Customer Systems: Tableau • GA4 • Google Search Console • Salesforce • HubSpot • Excel • CRM platforms

Collaboration & Operations: Microsoft 365 • Google Workspace • Slack • Zoom • Microsoft Teams • Shopify • Amazon Seller Central • Zapier

AI: ChatGPT and AI-assisted research, synthesis, content development, knowledge systems, and workflow optimization

CERTIFICATIONS & APPLIED TRAINING

Google Analytics Certification, Google Skillshop (2026) • UX Design Certificate, Rutgers University • Product Design Externship, Rutgers University