

# daniella birch

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## Experience

### The Salt Lake Tribune Web Developer

Salt Lake City, UT

June 2016 - May 2018

Create interactive web graphics for online articles using D3 and Leaflet. Data visualizations are svg graphics that were constructed using D3 and Illustrator.

### Yelp Community Ambassador

Urbana, IL

June 2015 - June 2016

Connecting the Champaign-Urbana community with cool local business by organizing monthly events for Yelp users in the area. Help local business make the most of their presence on Yelp by helping them navigate their free biz tools. Marketing on behalf of Yelp to attract new users as well as managing the YelpCU social media presence.

### Boundless Front End Web Developer

Telecommute, St. Louis, MO

February 2016 - April 2016

Developed front end user interface for integrated data collection including a UI for mobile using React. Wrote javascript tests using Mocha and Should. Used github for version control.

### Illinois Water Science Center Web Developer

United States Geological Survey

Urbana, IL

March 2012 - February 2016

Design and maintain several web mapping applications that consume USGS web services using php and javascript. Create and edit images for [il.water.usgs.gov](http://il.water.usgs.gov) using Adobe Creative Suite. Help scientists display their data to the public as well as fellow scientists. Made technology recommendations to the USGS CTO and CIO and invited experts to present on topics of interest as the Community for Data Integration Tech Stack Working Group Coordinator.

### FutuHR Web Intern

Union, NJ

April 2012 - December 2012

Working from home in Urbana, assist with maintaining and preparing [thefutuhr.com](http://thefutuhr.com) for its grand opening. Edited php, sql, css, & photoshop using wordpress cms. Collaborated with minds all over the country.

### Freelance Designer

Champaign, IL

May 2011 - August 2012

Designed several print items for Champaign division of [bestcampusbars.com](http://bestcampusbars.com) and created signage for Neutral Cycle Workshop. Also assisted in designing badges for facebook.

### Illini Union Media Student Designer

University of Illinois at Urbana-Champaign

November 2008 - November 2009

Designed and produced a variety of print media including posters, table tents, handbills, and signage for various campus organizations.

### NutraFuncFoods Designer

Champaign, IL

May 2009 - July 2009

Developed print media for in store use and developed early packaging concepts for Tea Alive packaging which is a commercial tea concept to be sold at organic supermarkets like Whole Foods or Trader Joe's.

### Crosstown Traders Creative Intern

Tuscon, AZ

May 2007 - July 2007

Assist Imaging Department in satisfying the photo correction and layout requests from the Production Department to be printed in the catalogue.

## Education

Parkland College

Champaign, IL

December 2013 Web Design and Management Certificate

University of Illinois

Urbana-Champaign

May 2010 Graduate with BFA in Industrial Design

## Skills

### Proficient in

HTML, CSS, JavaScript, SVG, D3, JSON, PHP, SQL, XML, git, NodeJS, REST strategies, CMS tools like Drupal (including module development), responsive design techniques, REST strategies, GeoJSON web mapping APIs, web services, both LAMP and Windows Server working environments. Adobe Photoshop, Fireworks (including animated gifs), Illustrator, Dreamweaver, AfterEffects and InDesign.

### Familiar with

Docker, Handlebars, Express, Sass, Bootstrap, React, Webpack, TDD, Mocha, ShouldJS, Python, Perl/cgi, digital slr still and video cameras, ArcMap, PostGIS, and Adobe Flash.

## Websites

[daniellabirch.com](http://daniellabirch.com)

Utah Elections 2016

<http://bit.ly/2mKi0kT>

Wasatch Front Air Toxics

<http://bit.ly/2bzmpmJ>

McHenry County Water Data [il.water.usgs.gov/data/mchenry](http://il.water.usgs.gov/data/mchenry)

## Honors & Awards

2018 Society of Professional Journalists Utah Headliners  
1st place for graphics

2017 Society of Professional Journalists' Top of the Rockies  
1st place infographic <https://bit.ly/2JWv8MD>

2012 and 2014 U.S. Geological Survey STAR Award

2009 UIUC Sustainable Ewaste Design Competition

Honorable Mention

<http://bit.ly/2bTxf52>

## References

Jeffrey Steadman

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Senior Community and Marketing Director at Yelp and Salt Lake City Community Manager.

J.C. Nelson

[jcnelson@usgs.gov](mailto:jcnelson@usgs.gov)

Science Support Branch Chief at the U.S. Geological Survey Upper Midwest Environmental Science Center

Rachel Piper

[rachelmpiper@gmail.com](mailto:rachelmpiper@gmail.com)

Digital News Editor at The Salt Lake Tribune