

DANIEL J. DAWSON

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User experience designer & technologist with extensive experience in digital strategy, communications, and project management.

FEATURED UX EXPERIENCE

NCR DIGITAL

UX Lead for NCR.com Digital Experiences

- Manage UX design and research for NCR.com marketing stack
- Collaborate with cross-functional teams to research and frame solutions that benefit the business and customer
- Manage team members in customer & enterprise facing design
- Review and prioritize requests in an agile scrum framework
- Guide stakeholders through qualitative & quantitative data
- Mentor and coach colleagues on UX methodologies

AMERICAN GLOBAL LOGISTICS UX/UI LEAD

Designed new user interface for SaaS Logistics Platform

- Researched and defined persona and information architecture
- Applied user, developer and stakeholder feedback to iteratively design an intuitive, yet data rich user interface

COCA-COLA PRODUCT FACTS REDESIGN

UX Lead for Strategic Consumer Facing Website

- Developed principle User Journeys & Personas
- Modeled analytics data to qualitative research
- Rapidly iterated on design prototype using Sketch & InVision
- Recruited & screened users for in-person usability evaluations
- Facilitated 20+ in-person interviews over one week
- Presented findings reports to senior stakeholders and team

COCA-COLA COMMUNITIES PLATFORM

UX Lead for Global Marketing Collaboration Project

- Managed UX/IA team research, design, and testing
- Established collaborative agile UX/Development process
- Directed project road mapping, budgets, and execution
- Delivered comprehensive design specs for development
- Synthesized qualitative & quantitative into stakeholder reports

GENERAL ASSEMBLY UX INSTRUCTOR

Instructed 10 students for two hours over 20 classes

- Tailored existing curriculum for each session
- Managed learning through a balance of lecture, group exercise, and individual project work.
- Provided one-on-one instruction as necessary, and provided detailed feedback on class assignments.

UX SKILLS

Competitive & Comparative Analysis, Contextual Research, Personas, Mental Models, User Journeys, Design Sprints, Information Architecture, Wireframing, Rapid Prototyping, Content Strategy, User Testing, Lean + Agile Process, Sketch, InVision, Adobe Creative Suite, HTML, CSS, JS

WORK EXPERIENCE

PRINCIPLE & FOUNDER

Vernacular Labs, August 2014 - Current

Founded UX Research & Product Strategy company. Provide user research, design, prototyping, and usability testing services. Manage hiring, accounting, business development, and compliance. Specialize in survey design, remote & in-person interviews, contextual research, report presentation.

COMMUNICATIONS DIRECTOR

JAX Chamber, August 2013-August 2014

Led marketing, public relations, and digital strategy. Applied survey knowledge to determine core membership needs. Developed and launched "Access Online" email newsletter increasing member engagement by 34%. Modernized web analytics process, opening data up to sales and advocacy teams.

PRESS SECRETARY

FL Senate Majority Office, November 2012-August 2013

Managed media relations for Florida Senate Majority caucus and leadership. Managed whip surveying. Simplify complex policy with cross-functional team. Conducted contextual research leading to the development of in-house studio. Mentored junior staffers in email & social media marketing.

DIGITAL DIRECTOR

RPOF, November 2011-November 2012

Established the first permanent digital strategy office for the Florida GOP. Applied agile processes to streamline asset production. Used A/B testing to increased Facebook page engagement 1800% over eight months.

WARROOM MANAGER

Hunstman for President, January 2011 - October 2011

Recruited and managed 15-member intern team. Radically improved media reporting based on user feedback. Applied lean and agile methods coupled with email marketing tools to streamline distribution.

EDUCATION

Florida State University, Tallahassee FL

Masters, Applied American Politics & Policy, May 2011
Bachelors, Business Administration & Finance, May 2009

General Assembly, Atlanta GA

User Experience Design Immersive, August 2015