

# DAN TECSON

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## ABOUT

I am a UX designer/developer that can thrive equally well in both worlds. My knowledge and experience in both these disciplines has served me well, enabling me to contribute to most aspects of the development life cycle of a project. I have a strong passion in creating user focused experiences. From the brainstorming and requirements gathering, to rapid prototyping and production of hi fidelity assets, through the development and implementation phases of projects, I strive to create the best user experience possible.

## CERTIFICATIONS

Akendi Certified User Experience Designer (CXD™)

## PRIMARY SKILLS

### UX/UI Design

User research/Personas, Information architecture, User sessions, Interaction design, Visual design, Wireframes, User workflows, Usability testing, Design pattern libraries, Style guides, Lean UX, Design system, UX strategies  
*Some of the tools used: Sketch, Omnigraffle, Visio, Adobe Illustrator, Adobe Fireworks, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, Adobe Flash Professional, InVision, Realtimeboard, Confluence*

### Front-End development

Responsive design, OOP, HTML 4 & 5, CSS 2 & 3, JavaScript, jQuery, jQueryUI, Zurb Foundation, Durandal.js, require.js, Knockout.js, D3.js, Vue.js, Modernizr, Sass CSS, Less CSS, Drupal 6 & 7 ActionScript 2, Actionscript 3, Grunt, Agile scrum methodologies  
*Some of the tools used: JetBrains IntelliJ IDEA, Eclipse IDE, SVN, Beyond Compare, Git, JIRA, Source Tree, Adobe Site Catalyst, Adobe Flex Builder, MS Project, Netsuite, Komodo, Perforce*

## EXPERIENCE

### Director, Product Design

3/2018 to present

*Dun & Bradstreet, Austin TX*

As the leader of the Product Design Team, I managed a team of Product Designers along with leading UX initiatives for prioritized products across 3 business units. Additionally, I was the primary design resource for one of the newer products, collaborating closely with the Product Owner at a strategic level to help set product direction. From leading ideation sessions, UX check-ins, and user validation, I worked closely with the entire product team, creating UX artifacts to help drive and optimize the product development lifecycle. Strove to educate and evangelize UX methodologies within the company.

### *Selected Accomplishments*

- Worked closely with product owners and stakeholders to conceptualize and develop paper prototypes for a new enterprise platform designed to combine the functionality of 3 existing products. The product strategy, IA and initial concept wireframes were completed in under 2 weeks.
- Led initiatives to update the company style guide to be a more encompassing design system.
  - Collaborated with Product Owners to develop strategies to update products with the new design system.
  - Worked closely with Engineers to architect and code the underlying structure of the design system.
- Helped redefine the product development lifecycle for one of the product teams, incorporating UX processes and enabling better collaboration and communication.
- Led vendor selection process for user on-boarding, product tour guide and behavioral analytic needs.

### Senior UX/UI Designer

9/2017 to 3/2018

*SocialCare, Austin TX*

As the primary design resource for both the Product team and Client Services team, I handled all the UX responsibilities for the company. As the advocate for the users, I collaborated closely with Product Managers to shape the user

experience of our products and ensured that the product's business goals are still met. I was also responsible for creating all conceptual prototypes for our sales team, created to assist in conveying the possibilities of our product offerings. For Client Services engagements, I was heavily involved with the initial interviews to better understand the client's current workflows and identify the opportunities for improvement.

### *Selected Accomplishments*

- Implemented a UX process in the PDLC, which has improved team communication and understanding of what needs to be built.
- Set the interaction and visual design direction for the company product offerings.

## **Senior Product Designer**

8/2015 to 7/2017

*AllClear ID, Austin TX*

From user research and user story creation, to interaction and visual design, I collaborated closely with Product Managers to improve the user experience of current products as well as help shape future product offerings. Created any necessary UX artifacts (from IA and workflow diagrams to wireframes and high fidelity comps) to facilitate workflow discussions and client interactions. Assisted in developing the company's PDLC to ensure good UX practices are put into place at the appropriate times.

### *Selected Accomplishments*

- By identifying inefficiencies and automating tasks with scripts, improved processes and workflows that reduced design and implementation time of microsite creation, from 3 days, to 3 hours or less.
- Worked closely with Product Manager to develop product requirements for a core internal company application.
- Worked closely with Product Manager to conceptualize workflows and interaction designs for 2 key future product offerings.

## **UX/UI Technical Lead**

6/2014 to 6/2015

*Ringtail Design, Austin TX*

Responsible for the UX across the company's products, which included monitoring, enforcing and improving our own UX process. Required to review the interaction and visual design of all the projects, to ensure that the design of our products were user-focused and met the company's high standards. Additional responsibilities included leading design sessions with the development teams, which involved: assisting in synthesis of user interviews, facilitating information architecture discovery, and ideation through divergent thinking exercises. After these sessions, it was my responsibility to explore all the viable options through wireframes and click-through prototypes and produce all the design artifacts, from interaction design with wireframes, through visual design with hi fidelity comps.

### *Selected Accomplishments*

- Created and taught our UX Training course company wide.
- Facilitated user sessions in order to establish UX personas and understanding of the users needs.
- Heavily involved with modifying the company's UX process to adapt to the changes in the development process.

## **UX Developer**

8/2013 to 6/2014

*Ringtail Design, Austin TX*

One of the primary developers on a web based, data analytics platform. Heavily involved with porting the framework from Knockout.js to Durandal.js and rewriting it's chart rendering library to utilize D3.js, rather than Highcharts.js.

### *Selected Accomplishments*

- Major contributor to the interaction design as well as the information architecture of the platform.
- Heavily involved in deciding the front-end architecture of the platform.
- Refactored parts of the application to accommodate new functionality while making it more code readable.

### Senior Client-side Web Developer

9/2012 to 8/2013

*National Instruments, Austin TX*

Responsible for creating proof-of-concepts for implementing new javascript programming techniques. Role required me to maintain horizontal visibility across all applications to look for opportunities to improve the client-side architecture of the web applications. Responsible for working with the business groups to review new vendor offerings that affected the client-side of web application. Previous work history and skill set led to an additional lead UX role, where I facilitated UX/UI discussions within web application teams that consist of project managers, business owners, designers and developers.

#### *Selected Accomplishments*

- Developed proof-of-concept 'Client Event Framework' to facilitate all interactions across multiple apps that make up the corporate website.
- Implemented more efficient team processes concerning the development environment regarding promoting code across development tiers.
- Lead all UX initiatives across all marketing web applications.
- Lead responsive web design initiative.
- Maintained a position with the company-wide Technology Architecture committee to ensure that client-side architecture was represented.

### Design Team Lead

1/2004 to 9/2012

*Keller Williams Realty International, Austin TX*

Oversaw the look and feel of all IT initiatives to ensure consistency with Keller Williams branding. Managed the design team by prioritizing and delegating projects and tasks, as well as all HR duties. Mentored the design team on best practices concerning web/UX/RIA design and architecture. Established design frameworks for company enterprise systems. Facilitated communication with developers, project managers and business to ensure project needs are met.

#### *Selected Accomplishments*

- Co-developed custom responsive design framework tailored to Keller Williams specific technology needs.
- Developed, configured, architected, and implemented all Drupal websites.
- Designed and developed coaching site that implements online classrooms designed to facilitate student/teacher communication and monitoring.
- Designed and architected video based online learning application for realtors and leadership.
- Laid the groundwork for the content architecture of company intranet used by franchises and realtors and for the external public facing website .
- Created the framework for website templates offered to realtors and market centers.

## EDUCATION

### Akendi UX Training

- Akendi User Experience Design
  - Information Architecture, GUI Interaction Design, Visual Design for User Experiences, Mobile User Experience Design

### Cooper U

- Interaction Design Practicum
  - Personas, Goal-Directed Design

### The University of Texas at Austin

- B.S. in Advertising
- Texas Media Sequence (focus in media planning, buying, selling and web design)