

PROFESSIONAL EXPERIENCE

MARCH 2013 - PRESENT

LEAD USER EXPERIENCE DESIGNER

 Project Management Institute

Lead and mentor a six-person user experience and design team responsible for initiating, driving, and delivering user experience solutions that translate our business' needs into insights, opportunities and innovative ideas that help make project managers around the world more successful.

Manage UX team and relationships throughout Project Management Institute (PMI):

- Built the UX team from one to six team members by evangelizing for UX across the organization by proving that design can make a tangible difference, by developing products and services that are as useful as they are beautiful and functional.
- Lead the UX team to deliver better business outcomes by improving the experience our customers have with PMI's products and services.

Create meaningful products that touch every business unit:

- Lead and manage enterprise-wide UX efforts, creating clarity around requirements by collaboratively building a unified vision and driving successful new product launches.
- Improve customer efficiency and satisfaction by making it easier to find content and accomplish their tasks online.
- Increase business unit online effectiveness by highlighting their key content and messaging, resulting in greater clarity of message and conversion actions on our sites.

Develop collaborative product strategy and vision:

- Define organizational user experience strategy and evangelize the UX vision and UCD process to increase understanding across cross-functional stakeholder groups and ensure strong alignment and support.
- Collaborate with cross-departmental teams to create and develop a PMI digital roadmap and strategy for all of our web properties detailing our ideas, future plans and interactions between products and business units, functional areas, segments, platforms, capabilities, and content strategy at the Institute.

OCTOBER 2010 - MARCH 2013

LEAD INTERACTION DESIGNER

 Lincoln Financial Group

- Led and managed a UX Design team responsible for Financial Advisor audience and translating insights into actionable ideas and long-term strategic direction through user and stakeholder research, information architecture, prototyping, content strategy, visual design, usability analysis, and production validation phases of internal and external websites.
- Led and coordinated the team's experience design efforts with internal digital strategists, brand, marketing, IT, and business units as well as outside consultants, contractors, and agencies.
- Managed the user experience design process for our Intranet redesign effort including competitive analysis, stakeholder and user research interviews, and collaborative workshops.

EDUCATION

BENTLEY UNIVERSITY

Master of Science, Human Factors in Information Design
May 2015

Honors: Highest honors

McCallum Graduate School of Business - Waltham, MA

ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Science, Management Information Systems
May 2008

Dual Minor: Economics & Entrepreneurship

Honors: Summa Cum Laude & Honors Program

Saunders College of Business - Rochester, NY

CERTIFICATIONS & TRAINING

Human Factors International (HFI)

- Certified Usability Analyst (CUA)

Project Management Institute (PMI)

- Certified Associate in Project Management (CAPM)

SKILLS

- User-Centered Design Methodology
- User & Stakeholder Research
- User Stories, Use Cases, User Flows, Personas
- Card Sorting, Information Architecture, Site Maps
- Wireframing, Prototyping
- Usability Testing
- Interaction Design
- Digital Business Strategy
- Holistic Systems Thinking

SOFTWARE & LANGUAGES

- Adobe Photoshop, Illustrator, InDesign, Dreamweaver
- Sketch
- Axure RP
- OmniGraffle
- iRise
- Balsamiq
- Adobe SiteCatalyst, Survey
- CSS, HTML, XHTML, XML
- Experience with PHP, jQuery, SQL, MySQL

PORTFOLIO

DanOrth.com

PROFESSIONAL EXPERIENCE (continued)

JULY 2009 - OCTOBER 2010

CONTENT ADMINISTRATOR Lincoln Financial Group

- Led the content migration efforts for the Lincoln Financial Network and Lincoln Financial Securities website integration initiative.
- Mapped content and site hierarchy, facilitated navigation and design considerations between business and IT, and managed the team's content migration efforts.
- Developed and managed a centralized intake process for web content requests including system selection, user management, training, troubleshooting, and maintenance.
- Managed and updated content for multiple financial professionals' websites and trained new users on system software, processes, and policies.

AUGUST 2008 - JUNE 2009

PROJECT MANAGER Lincoln Financial Group

- Led the design and development effort for the department intranet website and acted as a technical liaison between the business owners and IT.
- Crafted the design, content storage, maintenance, and implementation strategy.
- Proposed and developed creative metric reporting and analytical tools for the team, including dynamic integrated database and spreadsheet solutions.

2007 - 2008

COFOUNDER & PROJECT MANAGER Atlas Herald

- Cofounded the company as a digital publishing platform for content experts. Directed the prototype development and design as project manager for the seven-person company.
- Facilitated focus groups, led rapid prototyping sessions, and conducted prototype usability testing.

SUMMER 2006

BUSINESS INTELLIGENCE TEAM Lockheed Martin

- Gathered SAP business warehouse reporting requirements, designed specification approval processes, drafted proposals, and tracked milestone progression.