

# DANIEL ORTH

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## PROFESSIONAL EXPERIENCE

NOVEMBER 2010 - PRESENT

### INTERACTION DESIGNER Lincoln Financial Group

Participate in and lead user and stakeholder research, information architecture, visual design, prototyping, usability analysis, and production phases of internal and external websites. Coordinate with internal digital strategists, brand, marketing, IT, and business units as well as outside consultants, contractors, and agencies to develop solutions that meet users' desires as well as business objectives. Create personas, scenarios, wireframes, prototypes, site maps, visual design elements, presentations, and process flows to communicate user and business needs.

Radnor, PA - [www.lincolnfinancial.com](http://www.lincolnfinancial.com) - Digital Business Group

JULY 2009 - OCTOBER 2010

### WEBSITE 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.

Radnor, PA - [www.lincolnfinancial.com](http://www.lincolnfinancial.com) - Digital Marketing

AUGUST 2008 - JUNE 2009

### PROJECT MANAGER Lincoln Financial Group

Led the design and development effort for our department intranet website and acted as a technical liaison between the business owners and IT. Helped craft 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.

Concord, NH - [www.lincolnfinancial.com](http://www.lincolnfinancial.com) - Customer Service

2007 - 2008

### COFOUNDER & PROJECT MANAGER Atlas Herald

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

Rochester, NY

SUMMER 2006

### BUSINESS INTELLIGENCE TEAM MEMBER Lockheed Martin

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

Owego, NY - [www.lockheedmartin.com](http://www.lockheedmartin.com) - Business Intelligence

## EDUCATION

### ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Science - May 2008

Major: Management Information Systems

Dual Minor: Economics & Entrepreneurship

GPA: 3.80

Honors: Summa Cum Laude & Honors Program

Rochester, NY - [www.rit.edu](http://www.rit.edu) - Saunders College of Business

## SOFTWARE & LANGUAGES

- Mac OS X & Windows 7
- Microsoft Office, Visio, Project, OneNote
- Adobe Photoshop, Illustrator, InDesign, Dreamweaver
- OmniGraffle
- Axure RP
- iRise
- Adobe SiteCatalyst, Survey
- CSS
- HTML, XHTML, XML
- PHP
- JQuery
- SQL, MySQL

## CERTIFICATIONS & TRAINING

### Human Factors International (HFI)

- Certified Usability Analyst (CUA)

### Project Management Institute (PMI)

- Certified Associate in Project Management (CAPM)

### Life Office Management Association (LOMA)

- Associate, Life Management Institute (ALMI)

## SKILLS

- User-Centered Design Process
- User & Stakeholder Research
- Analysis and Synthesis
- Digital Strategy
- Communication Design
- Holistic Systems Thinking

## PORTFOLIO

[www.danielorth.com](http://www.danielorth.com)