

# Daniel Drew Turner

ddt@twoangstroms.com  
www.twoangstroms.com  
Oakland, CA

Intelligent change for the public good

## OVERVIEW

Interaction Design and Product Design generalist with a concern for the public good. A background of journalism, science, and analytic philosophy gives me a questioning and critical perspective on the "why" as well as the "how" of design.

I am also an experienced design team leader and facilitator with a strong foundation in: design thinking, use cases, content strategy, user testing, wireframing, iterative prototyping.

## EMPLOYMENT

### Interaction Designer

**Xerox PARC**, Feb 2014 - Present

Research and design, award-winning paper at CHI 2015. interaction design/prototyping for mobile and web timebanking application. Ideated and built new matching, location-aware features to increase community participation and resources.

### Interaction Designer and Researcher Consultant

Oct 2011-Present

Clients include Clorox, Agentes Consulting, Kidzter, Fluid Inc., LaneHoney  
Increased adoption and engagement in Clorox Professional site and TouchPoint mobile app. Revisions to LaneHoney landing page reduced user drop-off. Redesigned information architecture for Fluid client site.

Award-winning outside projects: SNAPMapper, CreditCalx, Haystax, Climatix.co, NewsHack

### Lecturer, Interaction Design

Fall 2014

**San Francisco State University**

Built syllabus and exercises. 10/10 reviews from students

### Lecturer, User Experience and Interaction Design

Summer 2014

**MPICT.org**

Built one-week intensive UX course for community college instructors

### West Coast Researcher

for second-screen study, May-Nov 2012

**Digital Media Inkubator**, Leuphana University of Lüneburg

### Author and content strategist

Jan-Mar 2012

Social Chocolate's **SuperBetter.com**

### Visiting Researcher

Jun-Sep 2011

**Helsinki Institute for Information Technology (HIIT)**

Prototyped voter advice app for developing democracies

### Information Architect and Design Researcher

May-Sep 2010

**Twitter, Inc.**

### Columnist

**Computerworld.com**

### Contributing Writer

**Technology Review**

### Senior Editor, Contributing Editor

**Ziff-Davis/Mac Publishing LLC/MacWeek**

## RECENT PROJECTS

**One Drop: Winner** at 2016 Global Service Design Jam, San Francisco

**hOurMobile** timebanking mobile app

**SNAPMapper**: prize winner at Alameda County App Challenge

Co-host of UX SF Hangout Meetup

**Clorox TouchPoint**: mobile tablet app for field reps, currently deployed worldwide

**Haystax**: Free and simple data scraper for online databases. **Winner** at Newshack SF 2012. haystaxdata.org

**Inside/Out Campaign Money**: Interactive campaign finance map, **winner** at Datafest Stanford 2012. Facilitated design, interface, built site

**Climatix.co** app: **Semifinalist** and winner of Viximo API Prize at AngelHack SF 2012. Use cases, interface design, logo

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## EDUCATION

**Idean Design Leadership Academy**, Menlo Park CA

**University of California, Berkeley**

MIMS, School of Information, <http://ischool.berkeley.edu>

User interface design, social organization of information, legal and policy issues, user experience research, professional skills clinic. GPA: 3.8/4.0

**Naropa Institute**, Boulder CO

Master of Fine Arts, Fiction

**Massachusetts Institute of Technology**, Cambridge MA

B.S., Writing and Philosophy. GPA: 4.7/5.0

## PUBLICATIONS

**CHI 2016:** 'MASTERful' Matchmaking in Service Transactions: Inferred Abilities, Needs and Interests versus Activity Histories

**CHI 2015:** A Muddle of Models of Motivation for Using Peer-to-Peer Economy Systems. **Honorable mention paper award.**

**A List Apart:** Design, White Lies & Ethics

**The Pastry Box Project:** Do We Really Need More UX Designers? Or Better UX Designers?

**Boxes and Arrows:** We Don't Research. We Build

**KQED Pop Blog:** San Francisco: The Epicenter of Visual Storytelling, Podcasting About Comics Is Like Dancing About Architecture

**UX Magazine:** A Tablet Still is Not a Book... Not Yet, Designing Down from Science Fiction: A Staged Approach

**Technology Review:** The Secret of Apple Design (Cover Story), Just the Facts: Why We Invaded Iraq, Can Cell Phones on Planes Be Dangerous?, How to Hack an Election, Groups Think: The Center for Collective Intelligence, Microsoft Moves Into Robotics, Virtual Contractors

**The New York Times:** A Comic Strip Takes Video Games Seriously (Almost)

**Medium:** Please browse <https://medium.com/@ddt>

**Contributing author,** *The Discipline of Organizing* UX textbook: <http://disciplineoforganizing.org>

**Author of** *Master Visually Mac OS X 10.4* from Wiley/Maran

## DESIGN TOOLS

HTML, JavaScript- and CSS-adjacent

Low- and High-Fidelity Prototyping: Sketch, InVision, Principle, Adobe Xd, Balsamiq, OmniGraffle, more

Paper prototyping

Team Facilitating

Lean UX

## OTHER

Cycling coach and mentor

Code for America mentor

IxDASF

CITRIS mentor

UX Designer Hangout Slack moderator