

Dan Willis

User Experience Consultant

Equally skilled at motivating CEOs as he is manipulating pixels, Dan Willis offers broad digital product design expertise. His successes include:



Transforming Marriott's mobile design practice.



Establishing washingtonpost.com's first user experience team



Leading discovery for AMNH's first wayfinding app



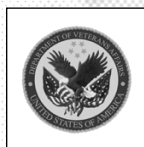
Defining and designing DHS' citizenship research system



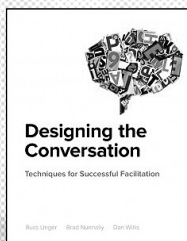
Designing and launching Tribune's first digital classified advertising products



Implementing PBS' first enterprise-wide Web analytics system



Introducing mobile app design and usability standards at the VA



Dan Willis is co-author and illustrator of **Designing the Conversation: Techniques for Successful Facilitation** (2013, New Riders)

For case studies and work samples please see dswillis.com

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🌐 www.linkedin.com/in/uxcrank

Photo by Gary Barber

Dan Willis' Digital Product Design Experience

dan@dswilllis.com

Consultant

April 2014 – Present

- UX commando for projects in distress
- UX lead for any and all stages of digital product design
- Seasoned design, IA, content strategy, user research and mobile subject matter expert

Founder

Cranky Talk Workshops for New Speakers

October 2010 – Present

- Design and facilitate workshops to teach user experience professionals how to talk about their work and move it through organizations

Director of Mobile Experience Design

Marriott International

September 2012 – April 2014

- Led mobile digital product design (iOS, Android and mobile web apps)
- Transformed Marriott's mobile experience design practice
- Designed sophisticated mobile prototypes

Associate Creative Director

Sapient

November 2007 – September 2012

- Provided design, IA, content strategy, and user research services to clients in all phases of digital product design
- Led Sapient Government Services' UX professionals

Director of User Experience

Public Broadcasting Service

May 2005 – November 2007

- Managed design, information architecture and Web analytics resources

Sr. Information Architect

K12 Inc.

April 2003 – May 2005

- Provided design, IA, content strategy, user research expertise for online educational company

Director of User Experience

Washingtonpost.Newsweek Interactive

May 1998 – October 2002

- Established washingtonpost.com's first user experience team
- Led local and e-commerce digital product design and sitewide UX design optimization efforts

Sr. Producer/Design and Production

Tribune (Sun-Sentinel Co.)

February 1996 – May 1998

- Led digital product design and production

Please see www.linkedin.com/in/uxcrank for detailed descriptions for all jobs from 1988 to the present.