

Daniel David Allen

CREATIVE HYBRID
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Skills

Interactive

Virtual Reality (2 years)
Adobe Premiere (11 years)

User Experience

Wireframing (7 years)
Sitemapping (7 years)
User Flows (5 years)
Information Architecture (7 years)
Usability Testing (4 years)
Axure RP Pro (3 years)
Lucid Chart (2 years)
Microsoft Visio (2 years)

Business, Marketing & Advertising

Recruiting (3 years)
Entrepreneurial Biz Dev (7 years)
Project Management (7 years)
Atlassian Jira (5 years)
Atlassian Confluence (1 year)
Aha! (1 year)
SEO (7 years)
PPC/Google Adwords (7 years)
Google Analytics (8 years)
Email Campaigns (2 years)

Design

Adobe Photoshop (16 years)
Adobe InDesign (15 years)

Writing

Creative Writing (20+ years)
Copywriting (15 years)

Art

Drawing (20+ years)
Art Direction (5 years)
Adobe Illustrator (8 years)
Wacom Tablet (12 years)

Development

HTML 4/5 (14 years)
CSS 2/3 (11 years)

Clients

Companies that I've done work for:

Discovery	Humana
H&R Block	Georgia Tech
Samsung	SkinMedica
Sara Lee	Wilson
Sears	Dex

Employment Summary

A more extensive history can be found on [my portfolio](#).

(2014-current)

Block Interval LLC Creative Director, Founder
Built a team of passionate auteurs from a variety of backgrounds to come together and create an innovative VR story game called Life of Lon. I wear many hats leading marketing, project management, business, art direction, PR, writing, and directing. Have a look at www.blockinterval.com for more info.

(2016-current)

3D Results UX Director

Lead UX on 3DR's flagship human resources data enterprise analytics platform. Provided full service UX expertise from requirements gathering, project management, design, wireframes, user flows and research.

(2015-2016)

Humana Lead UX Designer, Humana Vitality
Contracted for Humana as the primary UX and design resource for Humana's wellness product, Humana Vitality. Collaborated closely with teammates at all levels of the business to build wireframes, user flows, visual designs and other UX assets.

Employment Summary (cont'd)

A more extensive history can be found on [my portfolio](#).

(2014-2015)

Discovery Education UX Strategist

Provided high quality game architecture for Discovery's Math Techbook product. Interpreted concept documents into game wireframes, then shepherded games through art direction, annotations, and finally QA. Examples of these games can be found [here](#).

(2013-2014)

Tenth Wave Lead UX Architect

Brought excellent research, analysis, testing and ux focused interface architecture to clients like SkinMedica and Wilson.

(2011-2013)

Networked Insights Sr. Interactive Developer

Delivered excellent user experience testing, information architecture, web design, and front end development for social data analytics interfaces that were used by clients like MTV and Samsung.

(2011-2012)

Reddit Enhancement Suite Lead Designer

Architected a new settings console, reworked UI assets, made feature recommendations, helped manage the product roadmap, tracked bugs, and got the community excited about the new releases. RES now has millions of users.

(2011)

Insurance Auto Auctions UX Consultant

Pulled from all of my previous design experience to provide expert information architecture, UX, design and front end development.

Built a new mobile interface in HTML5 and CSS3 for IAA's Auction Center property. Created design assets for the Auction Center mobile application.

(2010-2011)

Liquidus Sr. Web Designer

Produced creative for Video on Demand for national brands such as Comcast & Dex. Created new logos for all flagship products. Mapped out IA and wires for the new Liquidus site. Created site-wide comps. Hand coded site-wide html/css.

(2008-2010)

Fusion92 Interactive Designer

Designed and coded top notch standards compliant interactive for national brands such as Siemens, H & R Block, Omron, Sears, the American Dental Association and Georgia Tech.

(2007-2008)

Direct Hit Solutions Lead Designer

Rebranded the company and introduced a new website. Provided web, graphic and logo design, information architecture, business development, interviewing and hiring new developers, copywriting, SEO.

(2007)

Tech Services Lead Designer

(2006)

Vision Friendly Web Designer

(2004-2006)

Freelance Web Designer

Education

(2000-2004)

Pensacola Christian College 96 credits

Commercial Art

Graphic Design

E-Business/Advertising Double Minor