



Creative leader and multidisciplinary designer with over 16 years experience. Designed numerous products, systems, and solutions for Fortune 50 companies including Disney, HP, AT&T and Comcast among many others. Extensive work creating patient experience systems with major medical institutions like the M. D. Anderson Cancer Center. Has managed and led large creative teams.

Awards & Honors

TED talks

Given four different TED talks on disaster response housing and a new form of public transportation.

Fast Company

Named one of the Most Creative People in Business for 2016.

Patents

Named on 7 patents.

Alumni Fellow

Mississippi State's Alumni Fellow for Art, Architecture & Design, 2006.

Published

Various design work has been published in 5 books and included in numerous magazines over the years. Interviewed twice by NPR on public transportation.





Education

Mississippi State University
B.F.A. Emphasis in Graphic Design

Software Skills

Adobe Creative Suite	████████████████████
Photoshop	████████████████████
Illustrator	████████████████████
CADTools	██████████████████
Keynote	██████████████████
Arduino	██████████████
Cura	██████████████
Mattercontrol	██████████████
InDesign	██████████████
Final Cut Pro	██████████████
After Effects	██████████████
Processing	██████████████
HTML / CSS	██████████████

Social

-  www.linkedin.com/in/michaelmcdaniel
-  www.twitter.com/mcdanyel
-  www.instagram.com/mcdanyel
-  www.facebook.com/mcdanyel

Professional Experience

Digital Expert

U.S. Digital Service | The White House, Washington D.C.

July 2016 - Present

- Radically improving how our federal government communicates and provides services
- Developing communication strategies, designing products and creating services
- Consulting and advising various federal agencies

Founder & CEO

Reaction, inc. | Austin, Texas

August 2013 - March 2016

- Invented revolutionary new form of rapid response housing for disasters
- Designed and developed the product from a garage workshop
- Raised over \$12 million in funding and built an all new factory
- Recruited, managed and led a diverse team of 49 staffers
- Led physical and digital product design
- Led marketing and PR efforts

Principal Designer

frog design | Austin, Texas

April 2008 - October 2013

- Managed the daily activities of multi-disciplinary teams across numerous projects
- Assisted Executive Creative Directors with strategy, team and client relationships
- Played an active, hands-on role on all projects functioning as the creative lead
- Worked in research, strategy, UX design, UI design, and project management
- Concept, design, and production of numerous projects

Associate & Associate Creative Director

fd2s, inc. | Austin, Texas

July 2003 - April 2008

- Advised firm owners on strategic plans and operational decisions
- Led design and ethnographic field research teams
- Helped establish an entirely new practice area of user experience + wayfinding
- Won numerous awards for environmental graphic design and print design work
- Mentored junior staff and was acting coordinator for the internship program
- Concept, design, and production of environmental graphic design projects
- Concept, design, and production of print projects
- Concept and design of interactive projects

Designer

Parker Rodriguez | Houston, Texas

December 2002 - July 2003

- Concept, design, and production of projects

Designer

Mortensen Design | Mountain View, California

February 2000 - July 2002

- Concept, design, and production of projects
- Won numerous design awards for identity and printed design work