

DANIEL J. DAWSON

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User experience designer & technologist with extensive experience in digital strategy, communications, and project management.

UX EXPERIENCE

COCA-COLA GLOBAL MARKETING TRANSFORMATION

Serve as UX Lead for multi-platform Global Marketing Collaboration Project, designing for end-user and author environments. Successfully launched platform, resulting in enthusiastic C-suite approval with vision for expansion.

- Responsible for platform UX strategy and implementation
- Manage UX/IA team research, design, and testing
- Direct bespoke project roadmapping, budgets, and execution
- Develop & deliver comprehensive design specs for development
- Evangelize capabilities to internal and external stakeholders
- Guide technical resources on UX best practice
- Established and administer Agile UX/Development process

COCA-COLA GLOBAL BUSINESS SERVICES

UX Researcher & Designer for Global Enterprise Projects

Coca-Cola Journey (Corporate Site) UX Research

- Developed two month long user survey & test plan
- Conducted 30+ in-person user feedback session
- Presented findings to senior staff

NRS Portal UX Improvements

- Delivered refined UX & visual design for .NET storefront
- Persuaded dev agency to accept comprehensive changes

BRIGHTWHISTLE FORM BUILDER REDESIGN

UX Researcher & Designer for innovative Health Care Marketing startup.

- Established UX project plan, defined roles & responsibilities
- Performed task analysis & user research, synthesized personas
- Built and tested three iterative prototypes
- Presented research & design publicly to stakeholder
- Final design was approved and scheduled for development

UX DESIGN PRACTICES

UX & UI Design, Information Architecture, Competitive & Comparative Analysis, Heuristic Markup, User Research, User Testing, Persona Creation, Storytelling, Rapid Ideation, Wireframing, Prototyping, Content Strategy, Responsive

DESIGN & PM SOFTWARE

Sketch, Photoshop, Illustrator, InDesign, Premier Pro, Acrobat Pro, Axure RP, Omnigraffle, Keynote, InVision, Marvel, Pixate, balsamiq, UXPin, Proto.io, WebFlow
JIRA, Trello, LeanKit, Slack

TECHNICAL FAMILIARITY

HTML5, CSS3, JS, JSON, AJAX, PHP, SQL, REST, MS Dynamics CRM 2013, macOS, Windows, iOS, Android

WORK EXPERIENCE

PRINCIPLE & FOUNDER

MsgCmnd LLC, August 2014 - Current

Founded digital consulting and creative agency specializing in political communications. Provide services including user experience design, information architecture, web development, social media management, ad buying and email marketing. Manage team of four and growing.

COMMUNICATIONS DIRECTOR

JAX Chamber, August 2013-August 2014

Led marketing, public relations and digital strategy for influential business organization. Worked with public, private and nonprofit organizations to develop and manage major issue advocacy campaigns. Developed and launched "Access Online" email newsletter increasing member engagement by 34%.

PRESS SECRETARY

FL Senate Majority Office, November 2012-August 2013

Managed media relations for Florida Senate Majority caucus and leadership. Built and managed in-house broadcast capable studio on \$1500 budget. Analyzed and consulted on member digital media usage resulting in 32% increase in constituent engagement.

DIGITAL DIRECTOR

RPOF, November 2011-November 2012

Established the first permanent digital strategy office for the Florida GOP. Developed agile processes to accomplish goals, responsibilities. Designed and managed digital assets. Increased Facebook page engagement 1800%.

WARROOM MANAGER

Hunstman for President, January 2011 - October 2011

Recruited and managed 15 member intern team. Compiled and distributed all internal media monitoring. Improved reporting process design reducing errors by 25% and efficiency by 200%.

EDUCATION

General Assembly, Atlanta GA

User Experience Design Immersive, August 2015

Florida State University, Tallahassee FL

Masters, Applied American Politics & Policy, May 2011

Bachelors, Business Administration & Finance, May 2009