



# Dan Tilden

DAN.TILDEN@GMAIL.COM | DANTILDEN.COM

## EXPERIENCE

### UX Designer | **Sicom Systems**

DEC 2012 – PRESENT

As the sole designer at Sicom, I work with several agile teams to provide designs and direction for multiple products

#### Drive-Thru Director

- Visualizes the status of cars waiting in a drive-thru using simple video-game inspired visuals
- Conducted interviews with restaurant managers, created initial wireframes and a motion prototype in CSS
- Currently deployed at **over 7,000** locations of a major QSR chain
- After deployment, cut average service times in **half**

#### Employee App for Android and iOS

- Designed to facilitate shift trading and schedule dissemination
- Created scenarios and interaction flows

#### SEMS 4.0 Restaurant Management System Redesign

- Worked with a usability firm to deliver over 350 pages of wireframes depicting a reimagined version of SEMS, a SaaS web app used at over 8,000 restaurants worldwide.
- Team interviewed existing restaurant managers, and used **R** to analyze logs from the server to extract common workflows

## ACADEMIC

### Master's Thesis

#### Design and Evaluation of a Web-Based Programming Tool to Improve the Introductory Computer Science Experience

- Worked with a team to develop and evaluate Pythy, an online IDE for introductory programming classes
- Published in SIGCSE, the leading CS education conference

## Education

### Virginia Tech, GPA 3.81

- M.S. in Computer Science, May 2013, certificate in HCI

### The College of New Jersey

- B.S. in Computer Science, May 2009

## SKILLS

### Usability

Wireframing, high-fidelity prototyping, scenario-based design, concept modeling

### Design Tools

Adobe Photoshop/Illustrator/ Lightroom, Sketch

### Prototyping

Javascript, ExtJS, HTML5, CSS3, SASS, C, C#, Unity

### Research

Questionnaire design, statistical data analysis

## RELEVANT PROJECTS

### Smartwatch Face: TimeStyle

- The 5th most popular Pebble face ever made, with over **150,000 installs**

### Weatherclock App for Android

- Hybrid web/native app for a tablet mounted to a wall

### Sencha ExtJS Theme Contest Winning Theme

- Entry selected for first place, winning a **\$2,500 prize**

### Nonprofit Website: On Our Own

- Created for the **Make a Mark Blacksburg** hackathon
- Worked with a team of 5