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Chromatic

Account + Tech Lead • 2019-present

- Grew the agency's contracts from single-service delivery clientele to full-service partnerships, increasing a contract's revenue by 50% for one contract after several months of remediation.
- Charted courses for a global healthcare security corporation's acquisition of companies, organized and strategized the consumption of their digital properties' contents through several migration and re-platforming projects. As account and technical lead, headed product decisions for its core web platform establishing myself as the key contact between executive stakeholders and both the agency's and client's production teams. **Read the case study ↗**
- Conducted web performance, accessibility, and UX/UI audits and planned/remediated their optimization initiatives. One project resulted in a score increase in Lighthouse performance from 20 to 80.
- Spearheaded the agency's rebrand initiative in 2020: from proposal to implementation. Researched, ideated, and designed a refocusing of the brand's digital strategy which resulted in an award-winning website.
- Managed and supported 4 engineers of varying experience and skillsets: led one-on-ones, performance reviews (via PIPs and Level-up Plans), resource forecasting, and recruiting efforts and technical interviews.

Chemistry (Pittsburgh)

Senior Art Director • 2018-2019

- Devised the digital creative direction, content/UX strategy, and visual design for the Guardian Protection redesign.
- Provided the winning art direction strategy for LifeStyles' SKYN digital redesign.
- Mentored art director and designer colleagues on in-medium, rapid prototyping and designing for web platforms.

Third & Grove

Design Lead • 2015-18

- Built an in-medium, rapid prototyping design practice where one previously did not exist.
- Recruited, trained, and mentored 4 regular (8, accumulatively) designers in the new practice and through behavior- and data-driven design processes; refining the training to a maximum of one month (for entry-level digital designers), adjacent to regular IC duties.
- Analyzed and developed exhaustive UX/UI experiences with supporting journey maps, user flows, and design systems
- Led the redesign and iterative UX/UI optimization of SunPower digital properties, resulting in a doubling of the lead generation statistics via their web platform and increasing brand goodwill with partner and reseller relationships. **Read the case study ↗**
- Led the redesign and iterative UX/UI optimization of The Charles Stark Draper Laboratory's digital brand and web portals, resulting in massive increases in user flow to key pages and an average increase of page use/interaction by 24%. **Read the case study ↗**

Swedish News

Creative Director • 2006-15

- Directed the editorial art and design of 42 issues of the quarterly lifestyle magazine *Nordic Reach*, with a base of 40,000+ international subscribers, and a permanent spot on Scandinavian Airlines flights for several years in the late 00s.
- Designed and press-checked several novels, cookbooks, and many other coffee-table books and brochures.
- Executed the content and UX strategy, and visual design of the three core web platforms for marketing and community content contributions: nordicreach.com, nordstjernan.com, and xoxosweden.com.
- Orchestrated the creative direction and ideation of countless digital projects from a Volvo-partnered Swedish culture map app to exhibition kiosks of one-off New York City events.
- **Read the case study ↗**

Dan Arbello.com ↗

Bachelor of Fine Arts • Graphic Design
Concentrations in Gender Studies + Literature
Maryland Institute College of Art ↗ • 2001-05

Printmaking + Photography
Central Saint Martins ↗ • 2003

Managerial Training Intensive
‣ So Now You're A Manager • **Plucky ↗** • 2022

Conference Speaker
‣ "Life is not static – your designs shouldn't be either" •
No-Code Conf 2019 ↗
‣ "Site Building with Regionalization, Translations, and Layout Builder" • **DrupalCon Atlanta 2025 ↗**

Awards
‣ AIGA 365 (x2)
‣ *Communication Arts*: Site of the Week
‣ *Design Matters*: Best of Brochures
‣ dotComm Awards: Platinum, Gold
‣ International Business Awards: Bronze
‣ *STEP*: Best of the Web, Design 100
‣ W3 Awards: Silver (x2), Gold

" With wide points of reference, a developer's eye for detail, and a personal aesthetic that creeps into his work in exceptional ways, Dan's makeup as a designer—from my perspective—is utterly unique, which made the task of managing him a non-issue.

That fact found him taking on the most complex projects for our team, ranging from full redesigns for consumer-facing brands to product prototyping for applications. Regardless of scope, Dan delivered his work with detailed documentation (our engineers LOVED him), with a business understanding of our client's needs, and with well-timed comic relief. "

Mark Lavoritano • Chief Product & Design Officer at Mosaic Group

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🗣 **References available upon request**

Sales + Management
- Bamboo
- Google Suite: Docs, Sheets, Templates
- Gusto
- Harvest + Forecast
- HubSpot
- Keynote
- Canopy (fka Know Your Team)
- Microsoft Office: Word, Excel
- Qwilr
- Salesforce
- Slack

Production
- Asana
- Atlassian: Jira, Confluence, Trello
- Basecamp
- ClickUp
- GitHub
- Hive
- Linear
- Microsoft Office: Teams

Design + Content
- Figma + FigJam
- Canva
- Adobe Creative Suite: XD, Illustrator, Photoshop, InDesign, After Effects
- Affinity Studio: Designer, Photo, Publisher
- Miro
- Whimsical
- Gather Content
- Wistia
- Vimeo
- Youtube

Analysis + CI/CD
- Adobe Tag Manager
- BrightEdge
- BrowserStack's Percy + Live
- Calibre
- Diffy
- Google Analytics (classic UA + GA4)
- Sentry
- StackHawk
- Tugboat

Platforms
- AWS S3
- Drupal 8-11
- Eleventy (11ty)
- Pantheon
- Platform.sh
- Shopify
- Squarespace
- Webflow
- Wix
- WordPress

Language + Syntax
- AI + LLM: ChatGPT, Claude, Copilot, DeepSeek, NotebookLM
- Config + Data: Composer, JSON, Yaml, Yarn
- Git: Bitbucket, GitHub, GitLab
- Markup: HTML5, Web Components, Twig, Markdown, Handlebars, Jekyll, Nunjucks
- Scripting: JavaScript, PHP, React, Next, Angular, Python, WebGL
- Theming: CSS3, Sass, SCSS, Stylus, CSS-in-JS