they/them | Leadership • Design • Engineering

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Chromatic

Account + Tech Lead • Remote • 2019-present

- Prepared and collaborated on proposal responses, as well as leading their generation in the case of agency-originating RFPs.
- Shaped the org's account management processes, focusing on meeting my clients' business goals above all else. This grew current contracts and encouraged re-signing year after year.
- Established a *mise en scène* for every client and project onboarding that demystified client needs and complex tech stacks, and eased teams into discoveries and audits.
- 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 Lighthouse performance score increase from 20 to 80 despite a dense third party stack.

Chemistry

Senior Art Director • Pittsburgh • 2018-2019

- Devised the digital creative direction, content/UX strategy, and visual design for the Guardian Protection's web redesign.
- Provided the winning art direction strategy for LifeStyles' SKYN digital redesign.
- Mentored four art directors and UX designers on designing better for digital, as well as building in-medium, rapid prototypes.

Third & Grove

Design Lead • Remote • 2015-18

- Built an in-medium design practice — where one previously did not exist — that consistently helped us win RFPs.
- Recruited, trained, and mentored 8 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, developed, and pitched 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 Draper'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 124%. **Read the case study** ↗

Swedish News

Creative Director • NYC and Remote • 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

Bartending License
‣ Maryland Bartending Academy • 2004

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
- Canopy (fka Know Your Team)
- Google Suite: Docs, Sheets, Templates
- Harvest + Forecast
- HubSpot
- Keynote
- Qwilr
- Salesforce
- Slack

Production
- Asana
- Atlassian: Jira, Confluence, Trello
- Basecamp
- ClickUp
- GitHub Projects
- Hive
- Linear
- Microsoft 365
- Parallax

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 + GTM
- Sentry
- StackHawk
- Tugboat

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

Language + Syntax
- HTML and flavors like Twig, Pug, and Nunjucks
- CSS and SCSS flavors Stylus
- JavaScript and JSX flavors like React, Next, and Angular
- Configuration through Symfony/Composer, JSON, and Yaml
- Git with GitHub, Bitbucket, and GitLab
- Intermediate PHP, WebGL, Python
- Extensive AI prompt engineering