Dan Owens

📍 Northern Virginia

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s k i l l s

Interaction Design
Rapid Prototyping
eCommerce UX
Responsive Design
Wireframing
Usability Testing
Cognitive Walkthrough
User Research
Card Sorting
Tree Testing
Contextual Inquiry
Information Architecture
Sitemapping
Heuristic Evaluation

t o o l s

Axure RP
InVision
Sketch
Optimal Workshop
Balsamiq

e d u c a t i o n

B.S. in Information Systems
Montclair State University
Magna Cum Laude

a r t i c l e s

"Thinking Outside the Browse and Search Box: Big Data as a Complement to Navigation Design"
User Experience Magazine, 17(1)

"Getting Better Design Feedback: Anonymized User Research"
User Experience Magazine, 16(5)

PUBLICIS SAPIENT Arlington, Virginia

Experience Designer - Associate Creative Director 2021-Present

Dan architects digital experiences across B2B enterprise applications, public-facing websites, and B2C consumer products and mobile apps. Both hands-on and UX direction.

He makes the most impact by designing experiences through interactive prototypes - avoiding development rework and saving stakeholder money.

In the thought leadership space, Dan drives processes and practices centered around user research and usability testing to support design decisions.

Using data from usability testing to persuade clients and teams, he works collaboratively to find that balance between business objectives and user goals - while still adapting his designs to fit project circumstances.

Dan also manages UX and visual designers, developing their skills to support business needs and individual career aspirations. He shapes UX hiring and interview strategy, too.

Otherwise, his responsibilities include facilitating user research, creating wireframes, planning site navigation, standardizing design patterns, choreographing interactive prototypes, running usability tests, and leading stakeholder design reviews.

Experience Design Lead 2017-2020

Senior Information Architect 2013-2016

FITCH SOLUTIONS NYC | Product Manager 2010-2013

Overall responsibility for the design and implementation of front end products across a suite of financial information services.

Headed up activities ranging from user research, competitive analysis, user acceptance testing, client demonstrations, developer reviews, wireframing, mockups, feature maps, site maps, and SEO strategy.

Big Wins:
▪ Drove in 150k+ uniques per month through frontend re-design of public facing website portal and faceted search UI
▪ Converted 20% of free users to paid subscribers in 1 year through commercialization of research content, yielding $2M
▪ Managed re-design of web user account creation, sign-in and password reset UX, securing over 2 million accounts

AMERICAN INTL GROUP (AIG) NYC | Systems Consultant 2005-2010

A dual role defining interface requirements and leading cross-functional project teams. Created screenflow diagrams, usability test scenarios, and wireframes.

Accomplishments:
▪ Defined interface requirements and content model for multiple bespoke CMS configs, eliminating millions of sheets of paper from a business process
▪ Implemented medical bill approval system, processing 2M payments annually