




# Dan Owens

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 Northern Virginia

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## skills

Design Systems  
Atomic Design  
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

## tools

Figma  
Axure RP  
User Testing  
SaaS  
CRM  
InVision  
Sketch  
Optimal Workshop  
Balsamiq

## education

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

## articles

"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)

### **PAR Punchh** Remote

#### **Principal UX Designer** 2022 - Present

Dan architects digital experiences for the restaurant industry's leading marketing automation platform and CRM SaaS provider for enterprise restaurants.

He builds and manages the design system, organizing the atomic building blocks behind the company's loyalty and engagement experience, designing components that are scalable and reusable.

He authors the organization's user experience pattern library, leveraging insights from research and usability testing he conducts directly with customers, illustrating how design system components work together to help brands deliver omnichannel loyalty programs, segmentation, and offers.

As a leader in the design group, Dan drives a culture of using evidenced-based data to inform design decisions, and creates benchmarks to measure product success.

### **PUBLICIS SAPIENT** Arlington, Virginia

#### **Experience Designer (Associate Creative Director level)** 2021 - 2022

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

Made the most impact by building interactive prototypes - avoiding development rework and saving stakeholder money.

In the thought leadership space, Dan drove 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 worked collaboratively to find the balance between business objectives and user goals - while still adapting his designs to fit project circumstances.

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

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

#### **Experience Designer (Lead level)** 2017-2020

Lead the design and ideation of creative concepts for websites and mobile apps.

Responsible for architecting experiences across B2B enterprise applications, public-facing websites, and B2C consumer products. Ownership of: planning and executing user research, defining information architecture, creating wireframes and navigation models, choreographing interactive prototypes, running usability tests, and leading stakeholder design reviews.

#### **Senior Information Architect** 2013-2016