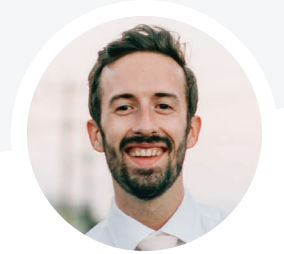


# Dan Carson

425-802-2952 / dan@okdan.com / okdan.com  
Oakland, CA



## Summary

I'm an experienced design lead who believes design can make a positive difference in people's lives. Over the past 14 years, I've worked at startups, on a Presidential campaign, at agencies, and consulted with both non-profits and corporations. I love to collaborate and work cross-functionally to build products that deliver value, and ultimately make an impact in the world.

## Experience

**Crowdpac** – San Francisco, CA

08/2015 - Present

Head of Design and User Experience

Senior member of the product development team where I plan, research, design, build, and test tools that give people around the world a new way to participate in the political process and make an impact.

**okdan.com** – Everywhere

03/2015 - 8/2015

Design consultant

As a design consultant, I've worked with great organizations like Change.org, Trunk Club, Hillary for America, Northwestern University, Planned Parenthood, and many more.

**Modest, Inc.** – Chicago, IL

02/2014 - 02/2015

Senior Product Designer

Senior Product Designer in charge of UX, interaction design, and user testing. I was responsible for the user experience of our native iOS and Android apps, new retailer onboarding, and store management tools.

**Change.org** – San Francisco, CA

07/2013 - 11/2013

Product Designer, Contract

Focused on the initial public launch of Change.org for Decision Makers - a revolutionary new tool that enables two-way dialog between elected officials and their constituents via the world's most popular online petition platform.

**Trunk Club** – Chicago, IL

02/2013 - 07/2013

Product Designer, Contract

Worked on a wide range of products, including optimization of the customer acquisition flow, redesigning the iPhone app, redesigning the public website, and helping implement brand guidelines across multiple platforms.

## Experience cont'd

**Trunk Club** – Chicago, IL  
Product Designer, Contract

02/2013 - 07/2013

Worked on a wide range of products, including optimization of the customer acquisition flow, redesigning the iPhone app, redesigning the public website, and helping implement brand guidelines across multiple platforms.

**Obama for America** – Chicago, IL  
Design Director

11/2012 - 02/2013

As OFA transitioned from a campaign to a non-profit I managed two other designers, and worked closely with our development and content teams to oversee the delivery of design products supporting the President's agenda.

**Obama for America** – Chicago, IL  
Lead Interactive Designer

10/2011 - 11/2012

Worked alongside the most talented and passionate group of people I've ever had the pleasure of meeting. I collaborated every day with our field organization, technology, and digital teams to create tools and experiences that engaged with supporters, raised money, and earned votes.

**Hornall Anderson Design Works** – Seattle, WA  
Interactive Designer

11/2009 - 09/2011

Interactive design and development, motion graphics, and thoughtful UX for clients like Madison Square Garden, Empire State Building, HTC, Microsoft, Pepsico, and Hewlett Packard.

**POP** – Seattle, WA  
Designer and Frontend developer

10/2006 - 05/2009

I designed, built, and launched micro-sites, rich media banner campaigns, motion graphics, and 3d work for clients like Nintendo, EA, XBOX, Target, and Ubisoft.

**Squad Studios** – Seattle, WA  
Designer and Frontend developer

03/2004 - 04/2006

Designer, developer, and wearer of all possible hats. We built websites, music videos, and e-commerce products for some of your favorite bands.

## Education

**The Art Institute of Seattle**  
AAA, Interactive Media Development

2002 - 2004

Dean's List, Alumni Hall of Fame, and occasional speaker.

## Awards

1st Place at Hack4Congress DC, Seattle Show 2009, The FWA 2008, ADDY 2008, IAB Interactive Awards 2007