

Dan Carson

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Summary

An experienced designer who sincerely believes design can make a positive difference in people's lives. I am passionate about working with good people to find simple solutions to complex problems.

Most recently I was a Senior Designer at Modest, an early-stage mobile commerce startup in Chicago. As one of the first employees, I helped take the product from conception to launch over the course of a year.

Prior to that I had the experience of a lifetime, as Lead Interactive Designer for Barack Obama's 2012 re-election campaign. I designed social organizing platforms, fundraising tools, and data visualizations that were used by millions of people and raised millions of dollars. I was named Design Director as the organization transitioned into Organizing for Action.

I am currently a freelance designer, working with great organizations like OpenGovFoundation, Hillary for America, Precision Strategies, Northwestern University, Planned Parenthood, and many more.

Experience

okdan.com

03/2015 - Present

Design consultant

Innovative, data-driven design that delivers results. Recent clients include Trunk Club, Change.org, AKPD Media, 270 Strategies, Precision Strategies, Planned Parenthood Action Fund, and the Democratic Party.

Modest, Inc.

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 on-boarding, and store management tools.

Change.org

07/2013 - 11/2013

Product Designer

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

02/2013 - 07/2013

Product Designer

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

Obama for America

11/2012 - 02/2013

Design Director

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

10/2011 - 11/2012

Lead Interactive Designer

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

11/2009 - 09/2011

Interactive Designer

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

10/2006 - 05/2009

Designer and Frontend developer

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

03/2004 - 04/2006

Designer and Frontend developer

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

2002 - 2004

AAA, Interactive Media Development

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