

Dan Willis

User Experience Professional

dan@dswillis.com
primary contact

@uxcrank
+1,600 followers

dswillis.com
5 case studies
3 no-duh deliverables
7 articles
1 handbook
25 presentations
13 illustrations
22 photos
6 haikus

uxcrank.com
64 tips for UX pros

linkedin/in/uxcrank
7 recommendations
+20 years experience
(+15 years online)

Currently a consultant for the global agency Sapient, I've been managing design and information architecture resources and providing user experience and usability expertise for more than 15 years mostly at major media organizations like the Tribune and Washington Post companies, and the Public Broadcasting Service. I provide senior UX leadership, managing cross-discipline teams while interacting with current and potential clients.

I present extensively at prominent user experience, interactive, and government-related conferences including the last three South by Southwest Interactive Festivals, a majority of the Information Architecture Summits, a couple of WebVisions as well as IxDA conferences.

I am the founder of the popular Cranky Talk Workshop for New Speakers.

Job history

Associate Creative Director

Sapient Government Services, Arlington, Va.
November 2007 to present

Provide senior leadership for the user experience team and serve as subject matter expert on proposals. Specific projects and roles have included:

Role: User Experience Lead

Client: Automotive Resources International

Introduced user experience design to the development of a complex order management application.

- Built a holistic design process within the existing overall project plan.
- Delivered fully vetted user task flows and use cases.

Role: Functional and UX Lead

Client: Department of Homeland Security

Led requirements gathering and user experience design in a multi-company, cross-functional iterative development environment.

- Delivered prototype, conceptual and interaction diagrams, and wireframes.
- Conducted multiple rounds and variations of usability testing.

Role: Project Lead

Client: National Rural Utilities Cooperative Finance Corporation

Provided project leadership, process and user experience expertise.

- Re-aligned team efforts and delivered project phase on-time and on-budget.
- Salvaged client confidence for a faltering project.

Role: User Experience Lead

Client: American Museum of Natural History

Led cross-discipline team through iterative requirements gathering and refinement.

- Delivered overall strategy for a wayfinding prototype and development of a functional proof of concept.
- Conducted contextual research with museum visitors.

Role: Information Architect

Client: Federal Bureau of Investigation

- Standardized case management application's information architecture and interaction design.
- Introduced design pattern library.

Dan Willis

education

B.S., Journalism
University
of Maryland
1987

M.A., Writing
Johns Hopkins
University
(graduation: 2012)

professional memberships

Information
Architecture
Institute
Interaction Design
Association

Founder and Faculty Lead

Cranky Talk Workshop for New Speakers
October 2010 (Washington, D.C.), June 2011 (Chicago)

Developed a one-day workshop to help user experience professionals create and deliver extraordinary conference presentations. Designed curriculum, created all marketing and admission materials, recruited faculty, secured venue, selected students and administrated post-graduation community.

Director of User Experience

Public Broadcasting Service, Arlington, Va.
May 2005 - November 2007

Managed the design, information architecture and Web analytics resources for PBS' Interactive division. Responsible for the user experience of PBS.org including its overall information design and usability. As part of senior staff, developed PBS' Internet strategy and tactics. Implemented Visual Sciences enterprise Web analytics package. Designed, facilitated, and analyzed usability testing.

Senior Information Architect/Business Analyst

K12, Inc., McLean, Va.
April 2003 - May 2005

Provided expertise across departments of online education company. Structured information for applications, facilitated teams, conducted interviews and developed requirements. Analyzed and improved K12 internal processes.

Director of User Experience

WashingtonPost-Newsweek Interactive, Arlington, Va.
May 1998 - October 2002

Created organization's first User Experience Department to act as the company's user advocate. Initiated and managed massive effort to align the company's business and user goals. Designed and analyzed user testing.

As Design Manager before promotion to director, managed design resources for a local portal, an e-commerce product, and online Classifieds products.

Sr. Producer, Design and Production

Tribune Co., Fort Lauderdale, Fla.
December 1988 - May 1998

Launched and supervised design and production resources for sites running on both America Online and Web platforms. Before launching the Sun-Sentinel's first Web site, worked on the print side as magazine art director and newspaper layout editor.

Graphics Editor

The Burlington Free Press, Burlington, Vt.
January 1988 - December 1988

Created informational graphics and illustrations for news and features pages.