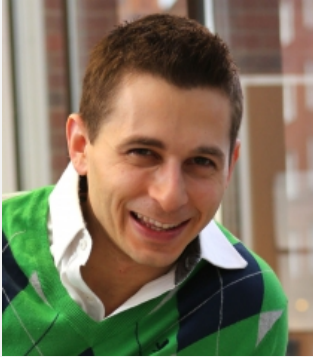


Daniel Loewus-Deitch

Highly Experienced User Experience Director and Individual Contributor



CONTACT

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ABOUT ME

I have 17 years of experience in User Experience and an academic background in Media Psychology and Human-Computer Interaction. I also have extensive training from Experience Dynamics, a well-respected user research, design, and consulting firm located in Portland, OR. I am capable of delivering any sort of user-centered design deliverable, including richly interactive web and mobile app prototypes, wireframe sketches, user research reports, usability testing, personas, and journey maps. In addition, I am familiar enough with the latest web/mobile development technologies to effectively communicate, negotiate, and collaborate on design implementation with software engineers. I have a strong interest in digital wellness, emotional design, meaningful social interaction, and integrated media technologies, as well as new media politics and technology-enabled civil engagement.

Specialties: Contextual inquiry, behavioral field studies, Constructing personas and user scenarios, Product requirements gathering and prioritization, Interactive prototyping, Wireframing, Design studios, UI design specifications, Full-scale usability testing, Usability reviews (heuristic & competitive evaluations), and User-centered design training workshops

EXPERIENCE

Lead UX, Director

EXPERIENCE *dynamics*

Experience Dynamics

Since 2017 Portland (United States - Oregon)

- Leading UI design, usability testing, and contextual field studies for various clients across multiple industries
- Conducting UX certification and other training workshops

Co-Founder & Chief Experience Officer (CXO)

presence

Presence PBC

2017 to 2018 Boston (United States - Massachusetts)

- As a Co-Founder, I recruited a dynamic team of 10+ volunteers to help develop the product concept, marketing, brand, and investor pitch, culminating in media appearances and a presentation at one of the largest blockchain conferences in the world.
- As CXO, my primary role was to champion empathy and contextual awareness in design, as well as lead the construction of a cohesive, best-in-class User Experience for Presence's users and partners. It was critical to our mission at Presence that we elevate the field of UX by incorporating Digital Wellness as a third pillar, alongside Usability and Desirability. This means that everything we built into our products and services needed to be centrally focused on maximizing utility, efficiency, purpose, meaningful social engagement, and a sense of calm, satisfying delight. Meanwhile, it must minimize overwhelm, distraction, and harmfully addicting interactions that lead to digital domination over one's life.

Director of User Experience

toast

Toast, Inc.

2016 to 2017 Boston (United States - Massachusetts)

- Overseeing Toast's User Experience department, including UX Architects, UX Designers, and Visual Designers.
- Report to the VP of Product Management
- Recruit and develop UI interactive design, user research and visual design talent
- Create vision for end-to-end user experience across the entire Toast suite of products
- Strategically build a comprehensive usability program, implementing a user-centered design process that integrates user research and validation activities into all product management and development projects.
- Tactically provide expertise and recommendations, based on continuously collected user data and feedback, in the form of personas, wireframes, interactive prototypes, and various user research summary reports.
- Design specialized tools, deliverables, metrics, and usability training programs.

SKILLS

UX Leadership

- UX Program Development
- UX Evangelism
- UX Mentorship
- Organizational Design Thinking
- Design System Construction
- Design Studios
- Usability Training
- Lean UX
- Lean Software Development
- Agile Methodology
- Team/Department Management

User-Centered Design

- End-to-End Customer Experiences
- Out-of-Box Experience
- Emotional Design
- Gamification
- Responsive Design
- Content-Focused Web Interfaces
- Complex Web Applications
- Microinteractions
- Mobile Interactions
- Rapid Prototyping
- Wireframes
- Interactive Prototypes
- Information Architecture
- Sitemaps
- UI Design Pattern Library Construction

User Research

- Requirements Gathering
- Contextual Inquiry
- Ethnographic Field Studies
- Qualitative Interviews
- Participatory Design
- Content Analysis
- Artifact Analysis
- Card Sorting
- Affinity Diagrams
- Personas
- Journey Maps
- Moderated Usability Testing
- Unmoderated Usability Testing
- Heuristic Evaluation (Expert Review)
- Clickstream Analysis
- A/B Testing

User Experience Manager

NantHealth (Formerly NaviNet)



2011 to 2016 Boston (United States - Massachusetts)

- NaviNet was acquired by NantHealth at the beginning of 2016. I came over to NantHealth through this acquisition, retaining my same leadership role.
- Overseeing NantHealth's User Experience department, which includes a high-performing team of UX Architects, UX Designers, and Visual Designers.
- Responsible for building a usability program that extends across the entire company.
- Strategically designed and implemented a UCD process, integrating user research and validation activities into all product development projects, including customized delivery solutions. This includes coming up with specialized tools, deliverables, metrics, and usability training programs.
- Tactically providing expertise and recommendations, based on continuous user data, in the form of personas, wireframes, interactive prototypes, and various research summary reports.

Senior Usability Consultant

IBM Interactive



2006 to 2011 Boston (United States - Massachusetts)

- Worked as a senior consultant inside IBM Interactive, an agency which provides customer experience optimization services to various Fortune 500 and public sector clients across multiple industries.
- Graduated from IBM's 12-month-long Leadership Excellence Program.

Usability Engineer

IBM



2003 to 2006 Tucson (United States - Arizona)

- Facilitated customer studies and authored GUI specs for mid-range and enterprise-level storage device management interfaces, while also successfully filing several patents.
- Participated in multi-site strategy sessions and workgroups to develop a unified style guide and set of widgets for all IBM storage interfaces.
- Acted as the storage systems representative on the ID/UX Council to improve and standardize the iterative GUI design process across all of IBM.
- Developed a web application that combines contextual collaboration and tracking tools with interactive prototypes and detailed specifications to produce a unified, richly interactive environment for managing usability deliverables.

User Experience Consultant

Experience Dynamics



2002 to 2005

- Provided usability consulting services such as training workshops, heuristic evaluations, full-scale usability testing, and field studies to a diverse set of clients, including Microsoft, Intel, Key Bank, Oregon Health & Sciences University, Whitepages.com, and Rentvillas.com.
- Conducted a web navigation usability study of 100 websites to identify and determine best practices in navigation usability.
- Co-wrote a published paper on the temporal aspects of tasks and authored product reviews for Newsfactor.com.
- Still continue to collaborate on various workshops, papers, & research projects.

- ROI Analysis
- Surveys
- Continuous Improvement Program
- Tracking Feedback & Customer Support

UX Software Tools

- Sketch
- Invision
- Axure
- Justinmind
- UXPin
- Balsamiq
- Omnigraffle
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Morae
- ScreenFlow
- Magitest
- Silverback
- Dedoose
- Atlas.ti
- NVivo
- MAXQDA
- Leximancer
- SPSS
- Google Analytics
- Hotjar
- TrackDuck
- Notable
- Slack
- Jira

Languages

- English

INTERESTS

Personal

- Emotional Intelligence & Design
- Health
- Nutrition
- Fitness
- Media
- Alternative News Sources
- Citizen Journalism
- Politics and Public Policy
- Alternative Input Devices (e.g. multi-touch)
- Basketball
- Snowboarding
- Yoga
- Independent Music
- Theater

User Experience Co-Op

Qualcomm



2001 to 2003 San Diego (United States - California)

- Played a key role in a large-scale project to design and implement a web-based document management system for the company's vast number of patent files.
- Produced a business solution for organizing and standardizing all the department's electronic documents, while also helping to design the UI and author the user manual.
- Developed a web application for initiation and registration of new patent applications.

Human Factors Researcher

UC Irvine



2002 Irvine (United States - California)

- Collaborated with a lead faculty member of the Interactive Collaborative Technologies (ICT) research group within the School of Information and Computer Science at UC Irvine.
- Conducted field studies involving the use of mobile electronic devices by work crews tasked with setting up major public events.

EDUCATION

M.S.

Fielding Graduate University

2010 to 2014

Media Psychology

- Researched the impacts of various types of media on individuals, groups, and cultures.

- Studied how to most effectively use media to inform, influence, educate, and mobilize people to help generate positive social change.

- Focus on digital wellness in social media, Internet, and device usage.

M.S.

University of California, Irvine

2001 to 2005

Information & Computer Science, Human-Computer Interaction, Computer-Supported Cooperative Work

- Part of the Interactive and Collaborative Technology group, concentrating on topics such as computer-mediated communication, the sociology of information, organizational impacts of technology, mobile computing, and effective ethnography techniques.

- Took additional courses in business consulting and internet marketing.

B.S.

University of Washington

1995 to 1998

Psychology, Memory Research, Philosophy