



# Daniel Loewus-Deitch

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## Summary

I have spent 23 exciting years working in the field of User Experience, leveraging an academic background in Media Psychology and Human-Computer Interaction. I also have extensive training from Experience Dynamics, an award-winning, internationally recognized UX and services design agency. 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 Product Owners, IT Managers, and Principal Developer Leads. 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 and behavioral field studies • Constructing personas and user scenarios • Product requirements gathering and prioritization • Rich, interactive prototyping, wireframing & dev-ready specifications • Full-scale usability testing • Expert usability reviews (heuristic & competitive evaluations) • Design studios • User-centered design training workshops

## Experience

### Assistant Vice President, User Experience Unum

2023 - Present

As a senior leader within the Digital Experience Transformation group at Unum, I am heading up the UX research and design strategy for our holistic consumer member experience, including management of claims and employee leaves. In addition, I led the early design strategy during the launch of Unum's first comprehensive Human Capital Management (HCM) digital platform for employers and employees.

I am helping our Digital Experience team build mature, consistent user-centered design processes, methodologies, and assets, including a customized UxD and UxR software tool stack, a longitudinal user research insights knowledge base, a well-established design system, and numerous reusable templates/assets. Within our Digital Experience organization, UX is maturely integrated with Adoption, Product Marketing, and Analytics to successfully drive users to leverage our digital properties while continuously measuring KPI success.

### Director, User Experience Unum

Dec 2018 - 2023 (4 years 3 months)



## **Independent Principal User Experience Consultant** Smile UX

2018 - Present

Provided independent, contracted UX consulting services for a number of healthcare and wellness clients, including AlignCare, Point-of-Care Partners, Activate Care, and Friedman Center for Breast and Lymphatic Surgery.



## **Lead UX, Director** Experience Dynamics Inc.

2017 - 2018 (1 year)

Experience Dynamics is an award-winning, internationally recognized UX and services design agency that uses grounded, real-world research to help Fortune 500 clients engage, improve and innovate UX designs for digital experiences. We help marketers, product managers and technologists achieve higher levels of user engagement, efficiency and conversion.

I worked side-by-side with Experience Dynamic's founders, leading UX design, usability testing, and contextual field studies for numerous clients across a diverse range of industries. I also conducted UX certification and other training workshops.



## **Co-Founder & Chief Experience Officer (CXO)** Presence PBC

2017 - 2018 (1 year)

Presence was a digital wellness startup whose mission was to make the UX of the World Wide Web and social media more efficient, intentional, and health-centric. We aspired to build a paradigm-shifting info gathering tool that empowers users to take control of their own digital experience, thus requiring a massive upgrade to the fundamentally outdated UX that has been available to all of us since the first web browser emerged almost 3 decades ago. Rather than browse and consume endless feeds of irrelevant content, manually scanning for what you care about most, Presence would offer the opportunity to privately and securely engage with info on your terms by proactively curating just-in-time content and automating routine tasks. In other words, a web that works for you, providing only what you need, when you need it. To achieve this, Presence would strategically leverage an encrypted, decentralized Personal AI engine, powered by constant analysis of real-time conversation and activity. We called it "big data of one."

As a Co-Founder, I recruited a dynamic team of 10+ industry veterans 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 must 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 addictive interactions that lead to digital domination over one's life.



## Director of User Experience

Toast

2016 - 2017 (1 year)

Toast is an all-in-one point of sale and restaurant management system. Built specifically for restaurants on an affordable cloud-based platform, Toast offers advanced functionality including table side ordering, quick menu modifications, real-time enterprise reporting, online ordering, and labor management on an easy-to-use interface. Toast's full-featured POS platform is used nationwide by restaurants, cafes, nightclubs, and enterprise franchises.

I oversaw Toast's User Experience department, including UX Architects, Product Designers, Researchers, and Visual Designers. I built this Digital Experience program, quadrupling our team's size in less than 9 months, by rapidly recruiting and developing UX design, user research, and visual design talent.

### KEY ACHIEVEMENTS

- Produced a roadmap for end-to-end user experience across the entire Toast suite of products, including activation, onboarding, and the entire user journey.
- Strategically built a comprehensive, mature usability program, implementing a user-centered design process that integrates user research and validation activities into all product management and development projects.
- Tactically provided 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.
- Designed specialized tools, deliverables, metrics, and usability training programs.
- Organized and led multiple hackathon project teams, envisioning a revamped, streamlined ordering screen for servers and overhauling the information architecture of the customer-facing backend administrative configuration for Toast's POS system.



## User Experience Manager

NantHealth | NaviNet

2011 - 2016 (5 years)

Built NantHealth's User Experience department from the ground up, overseeing a high-performing team of UX Architects, UX Designers, and Visual Designers.

My team and I ran a usability program that extended across the entire company. I strategically designed and implemented a UCD process, integrating user research and validation activities into all product development projects, including customized delivery solutions. This included coming up with specialized tools, deliverables, metrics, and usability training programs.

We also tactically provided 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

2006 - 2011 (5 years)

Worked as a senior UX consultant inside the IBM iX® global experience transformation practice, which is devoted to building comprehensive, optimized customer experiences for prominent Fortune 500 and public sector clients across many different industries.

In addition, I served as a lead UX Design Strategist within the IBM Sports & Entertainment Consulting Division, constructing cutting edge, web and mobile experiences powered by Watson's AI-driven insights. Our partners included iconic annual global events such as The Masters, U.S. Open, Wimbledon, The GRAMMY Awards, and The Tony Awards.

While at IBM, I was nominated to participate in their 12-month-long intensive Leadership Excellence Program.

## **Usability Engineer**

IBM

2003 - 2006 (3 years)

As a Usability Engineer within the Storage Systems division of IBM, I facilitated customer studies and authored UX specifications for mid-range and enterprise-level storage device management interfaces, while also successfully filing several patents.

### **KEY ACHIEVEMENTS & ROLES**

- I participated in multi-site strategy sessions and workgroups to develop a unified style guide and set of widgets for all IBM storage interfaces.
- I acted as the Storage Systems representative on the ID/UX Council to improve and standardize the iterative UCD design process across all of IBM.
- I 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 Inc.

2002 - 2005 (3 years)

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 and Rentvillas.

### **KEY ACHIEVEMENTS**

- 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.



## **User Experience Co-Op**

Qualcomm

Feb 2001 - Nov 2003 (2 years 10 months)

Working within Qualcomm's Intellectual Property department, I led a large-scale project to design and implement a web-based document management system for the company's vast number of patent files.

I produced a business solution for organizing and standardizing all the department's electronic documents, while designing the UX and authoring the user manual. As part of this business solution, I developed a unique, homegrown web application for initiation and registration of new patent applications.



## **Usability/Marketing Consultant**

Microsoft

Jan 2003 - Apr 2003 (4 months)

Partnered with the Microsoft.com business dev team to conduct a competitive market analysis and feasibility study for the use of content syndication as a marketing strategy.



## **Human Factors Researcher**

UC Irvine

2002 - 2003 (1 year)

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



## **Usability/Business Consultant**

Medical Care Corporation

Sep 2002 - Dec 2002 (4 months)

Collaborated with UC Irvine and MCC's web development team to produce a plan that would efficiently extend clinically-based screening tests to a broader online audience.

I conducted analyses of the overall market, target audience, competitors, while also identifying usability issues relating to the website and newsletter. I then designed, implemented, and analyzed online surveys, providing strategic recommendations based on the results.

## **Education**



### **Fielding Graduate University**

M.S., Media Psychology

2010 - 2014

My focus in this graduate degree program was on digital wellness in social media, Internet, and device usage.

I researched the impacts of various types of media on individuals, groups, and cultures. I also studied how to most effectively use media in order to inform, influence, educate, and mobilize people to help generate positive social change.



## **UC Irvine**

M.S., Information & Computer Science, Human-Computer Interaction, Computer-Supported Cooperative Work

2001 - 2005

As a student, I was a member 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.

I also took additional courses in business consulting and internet marketing.

## **W University of Washington**

B.S., Psychology, Memory Research, Philosophy

1995 - 1998

My undergraduate focus was on cognitive science, human memory processes, and cooperative tasks.

While at UW, I participated in extensive research involving memory and human information processing, assisting with experimental design, subject recruitment, trial facilitation, and analysis.

## **Skills & Expertise**

### User Experience 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 Research

Requirements Gathering • Contextual Inquiry • Ethnographic Field Studies • Qualitative Interviews • Participatory Design • Content Analysis • Artifact Analysis • Card Sorting • Affinity Diagrams • Personas • Journey Maps • Moderated & Unmoderated Usability Testing • Heuristic Evaluation (Expert Review) • Clickstream Analysis • A/B Testing • ROI Analysis • Surveys • Continuous Improvement Program • Tracking Feedback & Customer Support

### User-Centered Design

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

### UX Software Tools

Figma • Axure • Justinmind • Sketch • Adobe XD • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Zeroheight • User Interviews • Useberry • Condens • Dovetail • dscout • Lookback • Optimal Workshop • Loop 11 • Google Analytics • FullStory • Jira • Rally • Dedoose • Atlas.ti • NVivo • MAXQDA • SPSS