

Daniel Loewus-Deitch

Senior Digital Experience Executive | UX Strategy & Research Leadership · Digital Adoption & Product Marketing · DXP & Content Strategy · Enterprise AI Adoption

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EXECUTIVE SUMMARY

Senior Digital Experience Executive with over 25 years leading user-centered design, research, adoption, and product strategy across global consulting practices (IBM, Experience Dynamics), a startup co-founded from the ground up (Presence PBC), and enterprise platforms spanning healthcare, insurance, HR, financial services, and restaurant hospitality (Unum, NantHealth, Toast). Builds UX and Digital Experience functions where none existed and translates research into enterprise-scale strategy, pairing a Media Psychology and Human-Computer Interaction research foundation with hands-on leadership of optimized AI-driven product and workforce transformation. Most recently led digital transformation at Unum, including UX, Adoption, Content Enablement, and Employee Experience.

CORE COMPETENCIES

UX STRATEGY & RESEARCH	DIGITAL ADOPTION & CONTENT ENABLEMENT	ENTERPRISE AI TRANSFORMATION	EXECUTIVE LEADERSHIP
User-Centered Design · UX Research Ops · Design Systems · Journey Mapping · High-Fidelity Prototyping (Figma) · Research Analytics (FullStory, Condens)	Post-Sale Digital Adoption CRM & Product Marketing (HubSpot) · Content Strategy · Sitecore DXP · Enterprise Intranet (SharePoint)	AI Adoption Strategy & Change Management · GitHub Copilot / Claude / AI-IDE Rollouts · Internal AI Workflow Optimization · Employee Experience AI Agents	Cross-Functional Transformation · Stakeholder Alignment · Team Building & Mentorship · UX Training & Certification Instruction

PROFESSIONAL EXPERIENCE

DIGITAL ADOPTION, ENTERPRISE AI ADOPTION & EMPLOYEE EXPERIENCE AT UNUM

Assistant Vice President, Digital Experience Adoption & Delivery | Unum

2024 – 2026

Portland, OR

Assumed leadership of two of Unum's four Digital Experience pillars – Adoption and Delivery – directing omnichannel adoption and content enablement for employees, employers, brokers, and agents, alongside peer leaders over User Experience and Digital Intelligence (Analytics).

- **Post-Sale Digital Adoption CRM & Product Marketing:** Directed Unum's post-sale adoption CRM and product marketing automation practice, driving omnichannel engagement and digital self-service via Unum's portals and other online resources.
- **Delivery Team Leadership (Sitecore DXP & Intranet):** Directed a Delivery team serving as Unum's sole domain authority for Sitecore, the enterprise DXP deployed across 13+ portals and public web properties, including technical enablement ownership of the employee Intranet and its SharePoint/Teams-integrated AI agents.
- **Enterprise AI Adoption:** Proposed and secured a partnership with Journey Technology's SVP and Engineering VPs for my Adoption team to lead enterprise adoption of AI engineering tools (GitHub Copilot, Claude, and AI-powered IDEs), building on our team's prior internal Bing Copilot rollout and external portal adoption expertise. Directed KPI target-setting and omnichannel campaign strategy, reviewing and refining my team's execution throughout. Also championed AI adoption within my own team's workflows, challenging Adoption staff to incorporate Monday.com Sidekick agents, HubSpot Breeze AI features, and Microsoft 365 Copilot into daily campaign production.
- **DX Platform & Vendor Strategy:** Owned research, vendor evaluation, and procurement partnership (Sourcing, Enterprise Architecture, Security, Legal) for the DX tool stack spanning UX Design, Research, Analytics, and Adoption, managing POCs and vendor relationships for platforms including Figma, FullStory, Condens, and Useberry.
- **Cross-Pillar DX Alignment:** Drove Unum's four Digital Experience pillars to operate as one unified function rather than independent silos, coordinating roadmaps and capabilities to move upstream as a more strategic partner to the business.

UX LEADERSHIP AT UNUM

Assistant Vice President, User Experience | Unum

2023 – 2024

Portland, OR

- Headed UX research and design strategy for Unum's consumer member experience (claims and leave management) and led early design strategy for Unum's first Human Capital Management (HCM) platform.
- Built a customized UX research/design tool stack, a longitudinal research repository (Condens), an enterprise design system, and unified UX processes integrated with Product Marketing, Adoption, and Analytics.

Director, User Experience | Unum

2018 – 2023

Portland, OR

- Joined Unum as a founding member of its newly established Digital Experience organization; directed cross-functional UX design and research teams, scaling enterprise user-research operations and aligning human-centered design frameworks directly with product roadmaps.

CONSULTING, STARTUP & INDEPENDENT PRACTICE

Independent Principal Consultant & Strategist | Smile UX

2018 – Present

Portland, OR

- Provide executive-level consulting in business strategy, product management, UX design, and web/mobile development for healthcare and wellness clients.
- Extensively apply modern LLMs (Claude, Gemini) to accelerate end-to-end product strategy, UX design, and technical development for consumer-facing web and mobile platforms.

Lead UX, Director | Experience Dynamics Inc.

2017 – 2018

Portland, OR

- Partnered directly with agency founders leading UX design, usability testing, and contextual field studies for Fortune 500 clients across diverse industries; instructed UX certification workshops.

Co-Founder & Chief Experience Officer | Presence PBC

2017 – 2018

Boston, MA

- Co-founded a digital wellness startup building a decentralized, consumer-facing Personal AI ("big data of one"); recruited a founding team of 10+ industry veterans and led product concept, brand, and investor-pitch development.
- Championed Digital Wellness as a foundational UX pillar alongside Usability and Desirability.

ENTERPRISE UX LEADERSHIP

Director of User Experience | Toast, Inc.

2016 – 2017

Boston, MA

- Built and led Toast's UX department (architects, product designers, researchers, visual designers), quadrupling the team in under 9 months.
- Established an end-to-end UX roadmap across Toast's consumer- and merchant-facing POS product suite, from activation through onboarding to server ordering.

User Experience Manager | NantHealth / NaviNet

2011 – 2016

Boston, MA

- Built NantHealth's UX department from the ground up, running an enterprise-wide usability program across NaviNet's healthcare payer-provider portal collaboration network.

EXPERIENCE DESIGN AGENCY & EARLY CAREER WORK

- **IBM** — Senior Usability Consultant (2006–2011) — Senior UX consultant inside IBM's iX global experience transformation practice, building customer experiences for Fortune 500 and public-sector clients. Served as Lead UX Strategist within the IBM Sports & Entertainment Consulting Division, constructing Watson AI-powered web and mobile experiences for iconic global sports and entertainment events, including The Masters and French Open.
- **IBM** — Usability Engineer, Storage Systems (2003–2006) — Led UX design and research for enterprise-level storage device management interfaces. Represented Storage Systems on IBM's ID/UX Council to standardize the enterprise user-centered design process, constructed design system for all IBM storage interfaces, and developed a unified web app for interactively managing usability deliverables. Also successfully filed several patents, with 3 being accepted and published.
- **Experience Dynamics Inc.** — User Experience Consultant (2002–2005) — Provided usability consulting, consisting of training workshops, heuristic evaluations, full-scale usability testing, and field studies, to clients including Microsoft, Intel, Key Bank, and Oregon Health & Science University.
- **Qualcomm** — User Experience Co-Op (2001–2003) — Led a large-scale initiative within Qualcomm's Intellectual Property department to design and implement a web-based document management system for the company's patent files, including a homegrown application for initiating and registering new patent applications.

EDUCATION

M.S., Media Psychology
Fielding Graduate University

M.S., Information & Computer Science
(HCI & CSCW)
University of California, Irvine

B.S., Psychology (Memory Research) &
Philosophy
University of Washington

PATENTS & PUBLICATIONS

Health Visualization & Terms Systems
(patents)

System & Method for Cabling (patent)
"Temporal Attributes of Shared
Artifacts in Collaborative Task
Environments" (publication)

PLATFORMS & TOOLS

Figma · Claude · Gemini · Copilot ·
Condens · Dovetail · User Testing ·
FullStory · HubSpot · Monday.com ·
Sitecore DXP · SharePoint · Linear · Jira ·
Confluence