

Daniel Miller

A LEADER IN UX & DESIGN FOR 23+ YEARS

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Master of UX & Design

Decades of practical UX and design experience focused on maximizing usability, accessibility, and user engagement for hundreds of diverse clients



Mentor to Many

Culture champion and inspirational creative director, having managed dozens of employees within a thriving collaborative environment



Big Picture Thinker

An experienced web strategist who crafts holistic digital solutions and brings sophisticated UX expertise to any situation

EXPERIENCE

Aware Web / Verndale

Vice President of User Experience Design / 2001 - 2020

A full-service digital agency and systems integration partner

- Oversaw all user experience and design services from a strategic perspective, being ultimately responsible for the quality of execution
- Managed a team of multi-disciplined employees, providing creative direction, supportive mentoring, and supervisory oversight to deliver superior products, drive high utilization, and minimize resource gaps
- Worked directly with clients on various digital initiatives including user research, web strategy, long-range planning, information architecture, wireframes, prototypes, usability testing, and graphic/UI design
- Developed new UX service offerings for both prospects and existing clients to show value and increase revenue
- Provided strategic direction and led visioning sessions to help clients and prospects understand the value of market research, competitive analysis, and empathic observation when brainstorming new digital solutions
- Established an internal design system and brand standards, as well as marketing materials for print and web; wrote professional blog posts for engagement marketing; created a tone-of-voice for the company
- Worked on a transition and change management strategy to ensure a smooth acquisition as Aware became Verndale

MLT Vacations

Web Designer / 2000 - 2001

An online B2C research and reservations travel site for packaged vacations

- Designed consumer-facing vacation travel sites for Northwest World Vacations (now Delta Vacations) as well as internal reporting and administration portals
- Conducted usability testing for the redevelopment of a complex online reservations system



Primary Tools

- Photoshop
- Adobe XD
- Adobe InDesign
- Adobe Illustrator
- Axure Pro
- Visio
- HTML/CSS
- Wordpress
- Sitecore SXA
- Episerver
- Bootstrap
- Assembla/Jira
- Sharepoint

Techies.com

Web Designer / 1997 - 2000

A B2B employment portal for recruiting tech professionals in the dotcom era

- Prototyped and designed an online job posting application and administration system for employers looking to hire technology professionals
- Wireframed and designed various iterations of the Techies.com flagship site
- Designed and built dozens of promotional sites for high-tech employers including eBay, Microsoft, and Oracle

EDUCATION

University of Minnesota / 1993 - 1997

Bachelors Degree in Art & Design, *summa cum laude*

Minneapolis College of Art + Design / 1992 - 1993

Foundation in graphic and digital design

Notable Projects

- Performed lead UX strategy and design services for various Toro projects, including intranets, extranets, apps, and commercial websites
- Strategized and designed and developed online portal solutions for many large manufacturers including MCFA, Mitsubishi, Uponor, and Rustoleum
- Designed commercial websites for various national clients such as Sanford Health, ATK, Olive Garden, Lifetouch, Geek Squad, Stratasys, Natureworks LLC, Dierbergs, Johnson Bank, and H.B. Fuller
- Built information architectures for many deep, content-heavy websites for companies like General Mills, DOW, JBT, and Park Nicollet
- Provided usability consulting services for organizations like Optum, United Health Group, Blue Cross Blue Shield, Great Clips, Sosland, and Dell
- Worked on multiple intranet projects for companies of all sizes including Ecolab, Mosaic, Mitsubishi, and Caterpillar

Core Competencies

- Web strategy & planning
- Client-facing consultations
- Creative direction
- UX/UI and graphic design
- Commercial websites
- Extranets and intranets
- Web apps
- Design for CMS
- Design for personalization
- Design for globalization
- Web accessibility consulting
- User research and personas
- Information architecture
- Prototyping and wireframing
- Usability consulting and testing
- Team management
- Process development

Personal and professional references available upon request.