

# Danny Miller

VP OF UX WITH 25+ YEARS OF EXPERIENCE

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## PROFESSIONAL SUMMARY

As someone who has spent the last two decades working my way up to the level of Vice President of User Experience Design in a mid-sized digital agency, I've focused my career on being a thought leader and UX mentor within the industry, helping dozens of clients launch hundreds of digital projects, and keeping my team on the leading edge of the UX discipline as it evolves and matures.

## EXPERIENCE

### Medtronic

#### Principal UX Strategist - Ecommerce / 2020 - Current

- Established a UX practice and process for the digital self service division of the world's largest medical device manufacturer
- Enforced the adoption of UX best practices across all project phases, from user research, to discovery and project evaluation, and through the agile development process
- Led a global team of UX professionals to enhance the company's ecommerce solution and build additional self-service web applications, increasing sales by tens of millions of dollars, annually, while saving even more in productivity

### Aware Web / Verndale

#### Vice President of UX Design / 2001 - 2020

- Oversaw the UX and design services for a full-service digital agency and systems integration partner from a strategic perspective, being ultimately responsible for the quality of execution
- Represented UX on the sales team, crafting proposals, spec designs, and presentations; selling millions worth of UX and design services to prospective clients across the globe
- Managed a team of UX designers, providing creative direction, supportive mentoring, and supervisory oversight to deliver superior products, drive high utilization, and minimize resource gaps
- Implemented a full UX and Design process to optimize our agile development methodology
- Developed new UX service offerings for both prospects and existing clients to show value and increase revenue
- Worked directly with clients on various digital initiatives including visioning workshops, strategic road maps, long-range planning, information architecture, wireframes, prototypes, usability testing, and graphic/UI design
- Collaborated with developers to build front-end system design integrations for large scale CMS tools like Sitecore and Episerver, effectively streamlining complex content management tools
- Established a design system, brand standards, and marketing materials for print and web; wrote professional blog posts for engagement marketing and to promote thought leadership; created a tone-of-voice for the company

## Core Competencies

- UX process development
- Team management
- Web strategy & visioning
- 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
- Information architecture
- Prototyping & solutioning
- Usability consulting & testing
- Team management
- Design systems & branding

## Primary Tools

- Axure
- Adobe Creative Suite
- XD / Sketch / Figma
- HTML/CSS
- Wordpress
- Sitecore / Episerver
- Bootstrap
- Sharepoint

## MLT Vacations

Web Designer / 2000 - 2001

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

## Techies.com

Web Designer / 1997 - 2000

- 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, 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



### Master of UX

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 and consultant who crafts holistic digital solutions and brings sophisticated UX expertise to any situation and global audiences

*Personal and professional references available upon request.*