

Danny Miller

EXECUTIVE UX & DIGITAL DESIGN LEADER

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Summary

Executive UX and design leader with 20+ years of experience building high-performing teams, shaping enterprise design strategy, and driving measurable digital growth. Track record of leading cross-functional teams, developing design systems and operating models, influencing executive stakeholders, and connecting research, accessibility, and behavioral insight to product strategy and customer outcomes.

SENIOR PRINCIPAL USER EXPERIENCE STRATEGIST

Medtronic / 2020 - Present

- Lead UX strategy for Medtronic's direct-to-consumer eCommerce platform and digital self-service ecosystem, using customer data and behavioral insights to help double online revenue to more than \$1B in under four years.
- Developed and scaled a UX operating process for agile product teams, improving collaboration, standardizing deliverables, and increasing efficiency across all project phases.
- Established influential UX policies to promote an enterprise-wide design strategy grounded in empathy, research, accessibility, and human-centered practices, contributing to sustained gains in user satisfaction scores.
- Helped shape and expand a corporate digital design system, improving brand consistency, usability, and adoption through reusable component libraries and internal enablement.
- Partnered across product, engineering, compliance, and business stakeholders to ensure UX/UI solutions balanced customer needs and business goals in a highly regulated environment.
- Developed proposals, budgets, project plans, and vendor strategies for internal initiatives and external partners, keeping teams aligned around patient-centered outcomes and measurable value.
- Built annual UX roadmaps to align urgent business priorities, platform needs, and iterative experience improvements across a complex digital portfolio.

VICE PRESIDENT OF USER EXPERIENCE & DESIGN

Verndale (Aware Web) / 2001 - 2020

- Directed UX and design strategy across a diverse client portfolio, with executive accountability for delivery quality, consistency, and business impact; introduced UX processes that reduced delivery times by over 30%.
- Recruited top-tier talent and led a multidisciplinary UX and design team of ten, providing mentoring, creative direction, performance oversight, and resource planning to improve utilization and long-term retention.
- Partnered with clients across healthcare, financial services, manufacturing, and nonprofit sectors to lead digital initiatives spanning user research, web strategy, roadmapping, information architecture, prototyping, usability testing, accessibility consulting, and enterprise design strategy.
- Developed new UX service offerings that increased revenue, expanded client relationships, deepened engagement, and strengthened strategic value.
- Led visioning sessions and strategy workshops that aligned stakeholders around market research, competitive insight, and human-centered digital strategy.
- Established internal design standards, brand systems, and marketing assets, and created thought leadership and voice guidelines to strengthen market presence.

Professional Experience

UX DESIGNER

MLT Vacations / 2000 - 2001

Professional Experience

- Designed consumer-facing travel websites and internal reporting and administration tools for Northwest World Vacations, balancing user needs with business and operational goals.
- Conducted usability testing to inform the redesign of complex online reservation experiences and improve task completion for customers and internal users.

WEB DESIGNER

Techies.com / 1997 - 2000

- Designed and prototyped a job posting and administration platform for employers recruiting technology talent.
- Created wireframes and visual designs for multiple iterations of the Techies.com flagship website
- Designed and built promotional websites for major technology employers, including eBay, Microsoft, and Oracle.

Education

UNIVERSITY OF MINNESOTA

Bachelor's Degree in Art & Design, summa cum laude / 1993 - 1997

MINNEAPOLIS COLLEGE OF ART + DESIGN

Foundation classes in graphic and digital design / 1992 - 1993

Core Strengths

- Enterprise Design Strategy
- Enterprise UX Strategy
- Digital Transformation
- Creative Direction
- UX in Agile Product Development
- Human-Centered Design
- Digital Design Systems
- Cross-Functional Collaboration
- Product Strategy Alignment
- User Research
- Accessibility
- UX Roadmapping
- Governance & Prioritization
- Team Development
- UI Design
- Journey Mapping
- Information Architecture
- Wireframing
- High Fidelity Prototyping
- Usability Testing
- Voice of Customer
- Measurement & Optimization
- Internal & External Application Strategy
- Design for Personalization

Tools & Methods

- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Creative Suite
- Axure Pro
- AI Prototyping
- Zeroheight
- Usertesting.com
- Hotjar
- MS Clarity
- Behavioral Analytics Tools
- Google Analytics
- Adobe Analytics
- Analytics-Informed Design
- Agile / Scrum Collaboration
- HTML / CSS / JavaScript
- Enterprise CMS
- Jira / ALMs
- Prompt Writing
- MS PowerPoint
- MS Excel
- MS Office Suite