

# Jacob McDaniel

## Senior Product Designer

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## Profile

I'm a passionate User Experience and Interface Product Designer; how stuff looks, feels and work. My love for simplicity, attention to detail, and collaboration with others has helped me lead and shape the design vision for many companies. My 10+ years of experience is in design for small businesses to enterprise solutions needing software, web, tablet, and mobile strategies and deliverables. I'm a firm advocate and practitioner of habit-forming design, Lean UX, Human Centered Design, and Agile methodologies.

## Employment history

Mar 2017 – Present

KANSAS CITY

### Sr. Product Designer

Pathfinder Health Innovations

Oversee and own all aspects of UX and UI for the web, tablet, and mobile experiences, employing agile development methodologies with the product team. Significantly contributing to the design, build, and launch of a marketing website built in WordPress and WooCommerce. Lead in the creation of experience design, mockups, prototypes, iconography, and UI design for updated software features.

Key Contribution:

- Consistently collaborate with stakeholders, product team, and engineers to consistently ensure unparalleled customer experience.
- Promoted and implemented consistency throughout brand across the marketing website, software applications, customer success, marketing department, training, and sales.

Apr 2010 – Present

KANSAS CITY

### Chief Pixelator & Managing Partner

&Pixels

Hold responsibility as CEO in digital consultancy, focusing on high-quality UI, UX, WordPress, responsive web design and development, creating a wide variety of products from brochure sites to fully implemented and functional web applications. Oversee and collaborate with a team of several designers and developers in design, development, and launch. Managed all aspects of sales, marketing, and new business acquisition effectively propelling business revenues and clientele.

Key Contribution:

- Create a wide variety of projects, from brochure sites to fully implemented and functional web applications.
- Fully built and designed 150+ WordPress websites, including an addition 30+ e-commerce websites built in WooCommerce.
- Oversaw a wide variety of single-project budgets ranging from \$1K to \$500K.

Apr 2015 – Dec 2015

GAINESVILLE

## Director of E-commerce

### Fracture

Oversaw and directed all facets of e-commerce operations, engaging in web design and development, email and social media marketing, and the promotion of gift-card and coupon campaigns.

Key Contribution:

- Collaborated with founders, marketing, and development teams, to launch a new gift card campaign drastically increasing revenue from \$250K/MRR to \$500K/MRR within one year.
- Offered key design assistance to the marketing team for email and gift card marketing campaigns.

Apr 2015 – Dec 2015

OVERLAND PARK

## Adjunct Professor, Design

### Johnson County Community College

Provided graphic design students with in-depth, hands-on experiences, teaching WordPress web design and development. Directed students in the planning and design of a fictitious conference, from a real conception of all conference materials to the design and mockups of a prototype website and mobile application to manage and track conference ticket sales.

Key Contribution:

- Students harnessed the skills to successfully build, launch, and market their own portfolio websites built on WordPress.
- Authored a senior-level design curriculum for the design, marketing, and attendance of a fictitious conference which greatly enhanced student portfolio across multiple disciplines.

Oct 2011 – Mar 2013

SAN FRANCISCO

## Co-Founder & Creative Director

### AgLocal

Provided sound strategy and guidance in marketing, design, product, and meat loving as a Creative Director, managing UX design, branding, UI design, and new software feature implementations with the product and development team. Devised and deployed marketing websites and sales materials.

Key Contribution:

- Raised \$1.25M venture capital in collaboration with the co-founder.
- Company featured in 'Inc Magazine.'

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## Education

Dec 2002 – May 2008

OVERLAND PARK

**Johnson County Community College**  
Associate of Arts in Graphic & Web Design

Deployed to Baghdad, Iraq in 2005-07 for a tour of duty.

Aug 1999 – Dec 2001

HAYS

**Fort Hays State University**  
General Education in Graphic Design

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## Skills

User Experience Design	● ● ● ● ●	User Interface Design	● ● ● ● ●
Sketch	● ● ● ● ●	Adobe Creative Cloud	● ● ● ● ●
InvisionApp	● ● ● ● ●	Balsamiq	● ● ● ● ●
WordPress	● ● ● ● ●	HTML5	● ● ● ● ●
CSS	● ● ● ● ●	Principle	● ● ● ● ●
Framer	● ● ● ● ●		