

Jacob McDaniel

Sr. Product Designer

ADDRESS 3210 Esperanza Crossing
Austin, TX 78758

PHONE (913) 314-1918

EMAIL mcdaniel.jacob@gmail.com

LINKEDIN <https://www.linkedin.com/in/jacobmcdaniel/>

TWITTER @designbyjm

FACEBOOK <https://www.facebook.com/jacob.mcdaniel>

DRIBBBLE <https://designbyjm.dribbble.com>

PORTFOLIO <https://jacobmcdaniel.com>

Profile

I'm a passionate Interface Product Designer; I love how stuff looks, feels, and works. My love for simplicity, attention to detail, and collaboration with others have 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, responsive strategies, and deliverables. I'm a firm advocate and practitioner of habit-forming design, Lean UX, Human Centered Design, and Agile methodologies. You will find me tweeting and sharing about #designthinking, #craftbeer, and great experiences.

I love creating products for humans.

Employment history

Mar 2018 – Present

Design Lead – Enterprise software

Austin, TX

HomeAway/Vrbo, vacation rentals

At Vrbo, I oversee and focus on creating accessible digital product design for the power-user in hospitality and property management for our enterprise software products. Collaboration with the Vrbo web, mobile, and design teams across all platforms, product managers, UX research, data scientists, developers, and customers to create a better end-to-end experience.

Apr 2010 – Present

Chief Pixelator & Managing Partner

100% remote

&Pixels, digital agency

As the CEO in a remote digital agency, focusing on high-quality UI, UX, WordPress, responsive web design, and development I oversee and collaborate with a 100% remote team of designers, developers, content writers, and clients from around the nation in the design, testing, development, and launch of digital products and websites. I manage all aspects of design, project management, budgets (\$5k - \$500k+), sales, marketing, and new business acquisition to effectively propel business revenues and clientele. We have designed and built 200+ WordPress websites varying from brochureware to fully-functional e-commerce websites.

Employment history *(continued)*

Mar 2017 – Mar 2018 **Sr. Product Designer**

Kansas City, MO

Pathfinder Health Innovations, healthcare software

Oversaw and owned all aspects of UX and UI for responsive software experiences, employed Agile development methodologies with the product team. A significant contributor to the design, build and launch of a marketing website built in WordPress and WooCommerce. Lead the creation of experience design, mockups, prototypes, iconography, and UI design for updated software features and new experiences. Promoted and implemented consistency throughout brand across the marketing website, software applications, customer success, marketing, training, and sales.

Apr 2015 – Dec 2015 **Director of E-commerce**

Gainesville, FL
remote

Fracture, digital retail brand

Oversaw and directed all facets of e-commerce operations, engaged in web design and development, email and social media marketing, and the promotion of gift-card and coupon campaigns. 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 essential design assistance to the marketing team for email and gift card marketing campaigns.

Apr 2015 – Dec 2015 **Adjunct Professor, Design**

Overland Park, KS

Johnson County Community College

Provided graphic design students with in-depth, hands-on experiences, teaching WordPress web design and development. Authored a senior-level design curriculum for the design, marketing, and attendance of a fictitious conference from an original conception of all conference materials to the design and mockups of a prototype website and mobile application to manage and track conference ticket sales. Students harnessed the skills to successfully build, launch, and market their own portfolio websites built on WordPress.

Oct 2011 – Mar 2013 **Co-founder & Creative Director**

San Francisco, Ca
Kansas City, MO

AgLocal, digital marketplace

Provided sound strategy and guidance in marketing, design, product, and meat loving as a Creative Director, managing branding, UX, UI, and new software feature implementations with the product and development team. I devised and deployed marketing websites and sales materials. Successfully raised \$4.5m venture capital in collaboration with the founder. The company was featured in 'FastCompany Magazine.'

Education

Dec 2002 – May 2008 **Associate of Applied Science, Graphic/Web Design**
Overland Park, KS Johnson County Community College

Jun 2002 - Jun 2008 **Infantry Sergeant**
Wichita, KS Kansas Army National Guard

Deployed to Baghdad, Iraq 2005 - 2007 for tour of duty.
Awards: Army Commendation Medal 2006

Aug 1999 – Dec 2001 **General Education in Graphic Design**
Hays, KS Fort Hays State University

Skills

UX Design	● ● ● ● ●	UI Design	● ● ● ● ●
Sketch App	● ● ● ● ●	Adobe Creative Suite	● ● ● ● ●
InvisionApp	● ● ● ● ●	User Testing	● ● ● ● ●
WordPress	● ● ● ● ●	Project Mgmt.	● ● ● ● ●
Balsamiq	● ● ● ● ●	Product Mgmt.	● ● ● ● ●
Flinto	● ● ● ● ●	HTML/CSS	● ● ● ● ●