

# Jacob McDaniel

Sr. Product Designer

**ADDRESS** 2600 Gracy Farms Lane #1422  
Austin, TX 78758

**PHONE** (913) 314-1918

**EMAIL** mcdaniel.jacob@gmail.com

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

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

**PORTFOLIO** <https://jacobmcdaniel.com>

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## Profile

My love for simplicity, attention to detail, and collaboration with others have helped me lead and shape the design vision for many companies. User Experience and User Interface Design is what makes the world exciting to me.

In my 12+ years of design experience, I have designed personal projects about beer to enterprise-level responsive web and mobile strategies. 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 create products for humans.

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## Employment history

Mar 2018 – Present

**Design Lead – Enterprise software**

Austin, TX

Vrbo.com, an Expedia Group company

End to end product design. I lead the design of Vrbo's enterprise-level Property Management software called Escapia.com. Where I conduct usability studies, customer interviews, practice accessible design, design and build clickable prototypes in Figma, contribute to Vrbo's design system, and work with an excellent team of engineers, product managers, and content strategists.

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 e-commerce.

## 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

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## Skills

UX Design	● ● ● ● ●	Adobe CC	● ● ● ● ●
UI Design	● ● ● ● ●	User Testing	● ● ● ● ●
Sketch App	● ● ● ● ●	Project Mgmt.	● ● ● ● ●
Figma	● ● ● ● ●	Product Mgmt.	● ● ● ● ●
InvisionApp	● ● ● ● ●	HTML/CSS	● ● ● ● ●
WordPress	● ● ● ● ●		