

# Jacob McDaniel

## Director of Product Design

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### Open to:

Director / Senior Director of Product Design  
Senior Product Designer, UX Product Designer, UX Designer, Design Manager

### Passion:

I'm a design leader with over 15 years of experience, and I love blending creativity, strategy, and empathy to create user-centered products and build amazing teams. I have a knack for simplifying complex challenges and encouraging collaboration. My goal is to tackle challenging problems and deliver designs that really connect with people.

My journey has taken me from fun, beer-inspired side projects to crafting enterprise web and mobile strategies. I thrive on innovation, and I lean on Agile UX methodologies to guide my work. What truly excites me is empowering teams and creating experiences that people absolutely love. Whether I'm leading design systems, hiring and mentoring talent, or sharing my thoughts on design thinking and craft beer, I'm all in and excited about what I do!

### Skills & capabilities:

- UX/UI Design
- User-Centered Design (UCD)
- Cross-Functional Leadership
- Product Lifecycle
- Mentorship
- Design Systems
- Design Recruiting
- Strategic Design Thinking
- Research & Data Analysis
- Information Architecture (IA)
- Interaction Design (IxD)
- User Testing & Usability
- Rapid Prototyping & Wireframing
- Quantitative/Qualitative Analysis
- Cross-Platform Design
- Stakeholder Communication
- Product/Project Management
- Accessibility & Inclusivity
- Agile & Lean Methodologies
- Figma/Figjam
- Adobe Creative Suite
- Mural/Miro
- HTML/CSS
- WordPress
- Shopify
- Notion
- AI tools

### Experience:

#### Founder - Thirsty, Indeed

May 2021 - Present, 100% remote

- Orchestrated strategic planning and execution of alcohol-related merchandise projects, fostering innovation and driving business growth across various market segments.
- Designed and created a custom Shopify eCommerce solution for alcohol-related merchandise, optimizing user experience and increasing average order value by 35%.
- Established a collaborative ecosystem on the platform, connecting creatives and brands to foster innovation and expand product offerings.
- Engineered a seamless user experience by strategically aligning budgeting, strategy, and operational elements, enhancing overall platform performance and user satisfaction.
- Produced comprehensive product lifecycle strategies, from conceptualization to market penetration, fostering sustainable growth and expanding market presence.

#### Founder - AndPixels (virtual agency)

Apr 2010 - Present, 100% remote

- Cultivated a high-performing remote team culture as CEO, fostering innovation and excellence in UX and WordPress solution delivery.
- Executed strategic project management practices for a wide range of client engagements, enhancing agency reputation and scalability.
- Implemented rigorous design, testing, and launch methodologies for digital products and websites, ensuring optimal user experience and functionality.
- Revolutionized digital product design and launch strategies, fostering collaborative relationships with a wide range of clients and improving project outcomes.
- Architected and deployed over 200 WordPress sites, ranging from brochures to e-commerce platforms, resulting in a 60% increase in client online presence.

#### Director of Product Design – Charles River Labs

May 2021 - Sep 2024, 100% remote

- Led talent acquisition initiatives that enhanced the design team's capabilities, promoting inclusivity and fostering creative problem-solving.
- Conducted thorough usability research to inform design decisions, significantly improving product accessibility and user experience.
- Directed the development of an enterprise-level design system, which reduced design inconsistencies by 80% and accelerated product development cycles by 25%.
- Guided and mentored a high-performing design team, successfully delivering multiple digital products while prioritizing user experience and accessibility.
- Oversaw the successful launch of various digital products and a comprehensive design system, streamlining development processes and enhancing user experiences across platforms.
- Implemented performance management and talent development programs for the design team, leading to a 90% retention rate and six internal promotions within 18 months.

#### Design Lead (B2B2C) - Vrbo by Expedia Group

Mar 2018 - May 2021: Austin, TX

- Directed the holistic design strategy for Vrbo's Escapia.com, revolutionizing property management workflows and improving user experience for both property managers and renters.
- Executed comprehensive usability studies and customer interviews, generating actionable insights that led to a 40% improvement in user engagement.
- Led cross-functional collaboration with a diverse global team of 53 professionals, resulting in successful delivery of complex projects ahead of schedule.
- Championed the refinement of Vrbo's design system, ensuring a cohesive and intuitive user experience across all digital touchpoints.

#### Co-Founder - PourMeABeer

Search engine to find beer nearby.  
Apr 2010 - Jun 2024

#### Adjunct Professor, Design - Johnson County Community College

Taught design students event marketing design and how to build a WordPress portfolio website.  
Jan 2013 - Dec 2014

#### Infantry Sergeant - Kansas Army National Guard

Deployment to Baghdad, Iraq 2005 - 2007  
Army Commendation Medal  
Jun 2002 - Jun 2008

### Education:

#### Associates of Applied Science - Johnson County Community College

Graphic and Web Design  
Dec 2002 - May 2008