

# Jacob McDaniel

Director of Product Design

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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 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:

May 2021 - Present

100% remote

### Director of Product Design

Charles River Laboratories, [criver.com](http://criver.com)

At Charles River Laboratories, I spearhead the recruitment of all new designers for our product design team. I steer the teams through usability studies, accessible design patterns, and common core design elements, as well as manage the creation of our design system for scalable enterprise software. My teams have adeptly created over a dozen web applications, two mobile apps, and a multi-themed design system with only 17 designers, following Agile methodologies.

May 2021 - Present

Austin, TX

### Founder/CEO

Thirsty Indeed, LLC

Thirsty Indeed is comprised of multiple websites and future concepts for the alcohol industry. [FeedMeAlcohol.com](http://FeedMeAlcohol.com), your top-shelf news for the alcohol industry—launched May 2022. [NationofAlcohol.com](http://NationofAlcohol.com), all things alcohol. All the time. The LinkedIn of the alcohol industry—launching the alpha version in May 2022.

Mar 2018 - May 2021

Austin, TX

### Design Lead - B2B2C Software

Vrbo by Expedia Group, [vrbo.com](http://vrbo.com)

End-to-end responsive web application product design. I led the design of Vrbo's enterprise-level Property Management software called Escapia.com. Through conducted usability studies, customer interviews, accessible design patterns, prototyping in Figma, contributions to Vrbo's design system, and working with an excellent team of engineers (45 worldwide), product managers (5 nationwide), 2 UX Designers, UX Content Strategist, and a UX Engineer locally.

### Employment history *(continued)*:

Apr 2010 - Present  
100% remote

#### Chief Pixelator & CEO

&Pixels (digital agency), [andpixels.com](http://andpixels.com)

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.

Apr 2010 - Present  
100% remote

#### Co-Founder & CEO

PourMeABeer, [pourmeabeer.com](http://pourmeabeer.com)

PourMeABeer empowers creative collaborations between vendors, breweries, and designers, resulting in unique and personalized merchandise. Our online marketplace offers a seamless way to showcase and sell this swag, both online and in-store. Additionally, we provide vendors and breweries with the opportunity to enhance their storefronts with employee swag and wholesale pricing.

Mar 2017 - Dec 2015  
Kansas City, MO

#### Sr. Product Designer

Pathfinder Health Innovations, healthcare software

Apr 2015 - Dec 2015  
Gainesville, FL

#### Director of E-commerce

Fracture, digital retail brand, [fractureme.com](http://fractureme.com)

Apr 2015 - Dec 2015  
Overland Park, KS

#### Adjunct Professor, Design

Johnson County Community College, [jccc.edu](http://jccc.edu)

Oct 2011 - Mar 2013  
San Francisco, CA  
Kansas City, MO

#### Co-founder & Creative Director

AgLocal, digital meat marketplace

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### Education & service:

Dec 2002 - May 2008  
Overland Park, KS

#### Associate of Applied Science, Graphic & Web Design

Johnson County Community College

Jun 2002 - Jun 2008  
Wichita, KS

#### Infantry Sergeant

Kansas Army National Guard

Deployment: Baghdad, Iraq - 2005 - 2007, Operation Iraqi Freedom  
Awards: Army Commendation Medal 2006, Combat Infantryman