

Jacob McDaniel

Director of Product Design

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[Portfolio](#)

[LinkedIn](#)

Passion:

My passion for simplicity, collaboration, and empathy has shaped my design career and leadership approach. With over 15 years of experience, I've led projects ranging from personal beer-related ventures to enterprise web and mobile strategies. As a leader, I prioritize empowering teams, fostering innovation, and creating human-centered designs using Lean UX and Agile methodologies.

I'm dedicated to building products that truly connect with people, while also ensuring that my teams thrive in a supportive, collaborative environment. You'll often find me sharing insights on design thinking, craft beer, and crafting meaningful user experiences.

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:

Director of Product Design – Charles River Labs

May 2021 - Sep 2024, 100% remote

- Pioneered strategic recruitment initiatives, attracting top-tier design talent and fostering a culture of innovation and inclusivity.
- Conducted comprehensive usability studies, implementing data-driven design principles to enhance product accessibility and user satisfaction.
- Revolutionized product design landscape by spearheading enterprise-level design system, enhancing consistency across platforms and driving innovation.
- Led 17-member design team to deliver multiple web and mobile applications, driving significant improvements in user experience and accessibility.
- Delivered over a dozen web applications, two mobile apps, and a versatile multi-themed design system.

Founder - Thirsty, Indeed

May 2021 - Present, 100% remote

- Led projects from small ventures to enterprise for alcohol-related merchandise.
- Developed a Shopify-based eCommerce platform for alcohol merchandise.
- Enabled collaborations with creatives and brands through the platform.
- Orchestrated seamless user experience on platform, meticulously overseeing budgeting, strategy, and operational aspects across business.
- Managed end-to-end product lifecycle, from development to marketing, driving sustainable growth and forging key industry partnerships.

Design Lead (B2B2C) - Vrbo by Expedia Group

Mar 2018 - May 2021: Austin, TX

- Led the design of Vrbo's enterprise Property Management software, Escapia.com, from start to finish.
- Conducted in-depth usability studies and customer interviews, translating insights into refined design concepts via Figma prototypes.
- Collaborated with a global team of 45 engineers, 5 product managers, 2 UX designers, a UX content strategist, and a UX engineer.
- Drove evolution of Vrbo's design system, ensuring seamless user experience across multiple touch-points and platforms.

Founder - AndPixels (virtual agency)

Apr 2010 - Present, 100% remote

- Championed remote team as CEO, delivering top-tier UX and WordPress solutions.
- Managed projects from \$5K to \$500K+, driving agency growth and scalability.
- Design, test, and launch digital products and websites with precision.
- Pioneered digital product design and launch processes, collaborating with diverse clients nationwide.
- Built over 200 WordPress sites, from brochures to e-commerce platforms.

Co-Founder - PourMeABeer

Apr 2010 - Jun 2024, 100% remote

- Collaborate with vendors and breweries to develop unique merchandise, driving sales growth.
- Showcase and sell products online and in-store, increasing visibility and revenue.
- Enhance vendor storefronts with promotional items and competitive pricing, boosting engagement.
- Oversee design, project management, budgeting, and marketing efforts to ensure successful outcomes.

Adjunct Professor, Design - Johnson County Community College

Jan 2013 - Dec 2014

Co-founder/Creative Director - AgLocal, digital meat marketplace

Oct 2011 - Mar 2013

Education:

Associates of Applied Science - Johnson County Community College

Dec 2002 - May 2008

Infantry Sergeant - Kansas Army National Guard

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