Dan Merino Remote EST, Washington D.C
Product Design (UX) Leader

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I'm a product design leader, UX strategist, and thought leader with **over 12 years of experience** in product development and UX design. My specialties include outcome-based design thinking, UX team management & growth, interaction design, data visualization, and information architecture.

I'm also well-versed in user research and design systems. I have worked on products ranging from enterprise invoice systems to big-data analytics tools.

Qualifications:
Developing Design Systems • UX Success metrics (You can't change what you can't measure) • Designing with/for big data • Creative direction • Agile/Lean UX methodologies • Business success through user-centricity • Team growth and development.

Specialties:
Design thinking: User-centric reframing, Generative Interactions, Iterative Experimentation
Data visualization • Roadmap recasting • Lean Methodologies • Influence driven leadership

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Relevant Professional Experience

 Gartner Arlington, VA - March 2017 - Present

October 2021 –Present | User Experience, **Sr. Director Gartner**- Global Product Management (GPM)
- Joined centralized product organization to help lead Gartner's digital transformation
- Worked closely with SVP of Product to launch a new product from the ground up.
  - Established the foundations of a user-centered design process.
  - Hired first designers, prioritizing talent that can lead through ambiguity.
  - Created **UX Strategy** that will gradually build a world-class UX team and HC process while delivering the product roadmap quickly.
  - User-centered consultant to the product roadmap
  - Being the first designer on this product, I got my hands dirty with initial POCs, wireframes, prototypes, user interviews, and first UX deliverables.

March 2020 –October 2021 | User Experience, **Director** - **Gartner TalentNeuron**
- Partnered with product and business leaders to identify opportunities for business growth and alignment to overall company strategy.
  - Built an executive-ready report generator that put real-time HR insights in the hands of CHROs of some of the world's largest/most influential companies.
- A new start- Took the design process online by leading the remote work transformation for UX and product. Looking inward, we identified what success could look like in a remote-first working experience.

March 2017 –March 2020 | User Experience, **Manager** - **Gartner TalentNeuron**
- Launched UX practice from the ground up for TalentNeuron, a product that specializes in real-time HR global talent analytics
- Utilized leadership skills, influence, and strategic collaborations to introduce Design Thinking to the organization and make it our standard process and mindset.
- Demonstrated and proved the value of UX Research which allowed for the hiring of two designated UX Researchers that immediately added value to multiple teams across the organization
- Developed and mentored junior visual designers to gradually become(true) Sr. UX designers who own and manage their own product value streams.

Medullan Inc Washington, DC, US
April 2015 – February 2017 Sr. UX Design **Consultant**

- Served as lead UX Designer for Medullan's most prominent client (Blue Cross Blue Shield – Federal Employee Program), with over 1.5 million registered members
- Developed an iterative design and review process to be leveraged by an eight-person design team and a multidisciplinary team of clients.
- Led effort to create the design system for our client's digital experience platforms
- In addition to client work, supported the redesign of Medullan's marketing website, leading photography and contributing to UI design and brand design.

Inforeliance Corp Fairfax, VA, US
Sep 2014 – April 2015   UX/UI Design **Consultant**

- Worked as UX/UI Design consultant for various U.S government clients
- Designed a digital registration funnel for the National Credit Union Administration (NCUA CUSO Registration)
- Assisted with requirements gathering and then interpreting through low-mid fidelity wireframes
- Conducted usability testing that informed product and design decisions
- Created high fidelity prototypes using HTML5, CSS3, and SASS to assist with front-end development
- Oversaw design and front-end development standards for the NCUA CUSO registration application, which was launched in February 2016 (https://cusoregistry.ncua.gov)

Millennial Media (now Verizon Media) Baltimore, MD, USA
Sep 2013 – Sep 2014 | UX **Engineer**

- Owned the Stylesheet (ask me how)
- Supported Millennial Media's product team as designated UX developer
- Partnered with various product managers to determine business requirements, identify user needs, and create a lean roadmap that delivered immediate value.
- Designed the experience, look-and-feel, and final product for the company's Supply-Side Platform (SSP)
- A strong relationship with the engineering team was built by being fully involved in the agile process and personally handling all front-end mark-up code and styling.
- Led effort to create a living style guide for the company's digital platforms

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Constellation Energy Baltimore, MD, USA
Jan 2012 – Sep 2013   UX/UI Design **Consultant**

- UX/UI Design consultant for Constellation's web marketing team
- Supported the company's digital marketing by delivering landing pages, web/mobile enrollment funnels, web ad banners, marketing emails, and creative assets for social media campaigns.
- Was responsible for designing, developing, and analyzing the user experience across multiple customer-facing web applications.
- Worked alongside business leaders and developers to create a mobile enrollment site that provided a productive experience for the user. home.constellation.com

[**Social Security Administration**](#) **(SSA)** Baltimore, MD, USA
Jul 2010 – Jan 2012 | Web Designer, Marketing Designer
- Served as a web designer and branding specialist for SSA's Internal Online Marketing Workgroup
- Successfully developed and carried out digital marketing campaigns to promote electronic services to over 45 thousand field office employees.
- Served as a web designer and UX consultant to the Office of Electronic Services
- Worked with project managers to design and develop secure 508 compliant intranet websites
- Participated in national workgroups to discuss current SSA Internet website functionality and User Experience

Skills

Agile, User Experience Design, User Research, Persona development and lifecycle, Data visualization, Design thinking-workshop facilitation, Design for accessibility, leadership, mentorship, and coaching, HTML, CSS, SASS (SCSS),

Comfortable with:
Product Management, SAFE- agile frameworks, public speaking, teaching

Design skills: UX, UI, Design, Responsive Design, Wireframing, User Flow, Design Direction, Creative Direction, Mobile Design, Illustration, Branding, Print Design, Photography, Marketing

Tools:
Axure (I'm an Axure ninja), Zeplin, InVision, Balsamiq, Sketch, Figma, Adobe CS,

EDUCATION

Catonsville, MD, USA   UMBC
BA – Visual Arts, Graphic Design