Daniel Zollman

Information architect and UX strategist

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Cambridge, MA

Summary: Designer and strategist with an analytical mind, strong sense of ethical responsibility, and an intense appetite for complex problems. I bring a human-centered approach to difficult business challenges.

EXPERIENCE

Tufts University   Medford, MA

UX Strategist (Tufts Technology Services) – Jun 2015 to May 2017

- UX and Service Design lead for high-profile university IT initiatives including cross-channel service design, enterprise application procurement, enterprise website strategy, hardware configuration, training & communications, and incident management processes.
- Facilitated and led cross-functional teams through all stages of strategy and design, both at the project level and in workshops ranging from 2 hours to 6 full days.
- Transformed highly ambiguous business challenges into strategic recommendations and concepts for executive audiences, including a comprehensive Communication & Collaboration Service Roadmap based on input from 20 internal stakeholders.
- Planned and conducted user research and usability testing that fed both short-term improvements and service roadmaps.
- Led the development of the department's first UX design process.
- Supervised and trained undergraduate UX research assistants.

Boston Interactive   Boston, MA

User Experience Designer – Aug 2014 to Jun 2015

- UX lead for client engagements including John Hancock Insurance, Wentworth Institute of Technology, and DentaQuest.
- Developed the architecture for an enterprise website to consolidate over 20 existing websites and thousands of documents.
- Conducted user research, usability tests, and eye tracking tests.

The Vanguard Group   Malvern, PA

Information Architect – May to Aug 2011; Feb 2012 to Jul 2014

- One of several UX leads on a team that established the multi-channel UX strategy for Vanguard Personal Advisor Services.
- Designed customer- and internally-facing tools in collaboration with business stakeholders, financial advisors, designers, and writers.

EDUCATION

Rensselaer Polytechnic Institute

B.S. in Design, Innovation, and Society, an interdisciplinary design program based in the social sciences. (Graduated Dec 2011)

CORE STRENGTHS

Systems thinker who aims to understand the complex relationships between people, organizations, and technical systems; identify root problems; and design interventions appropriate to the situation.

Ability to plan, facilitate, and lead a **thoughtfully structured design process** that fits the needs and constraints of the project while bringing a strategic, evidence-based approach to decision making.

A collaborative ethos that emphasizes **shared understanding, vision, and decision making** while keeping the team centered on user needs.

Experience using interviews, contextual inquiry, usability testing, and other research methods to **uncover user needs and stakeholder objectives** and to **validate solutions.**

Fluency using **information architecture methods** to model concepts, flows, systems, and organizations and to bring coherence to all components of a service.