

# Daniel Zollman

dan@danzollman.com  
610-731-1180  
Cambridge, MA

## Information architect and user experience strategist

**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

---

#### AIR Worldwide

Boston, MA

##### UX Contractor – Oct 2017 to Nov 2018

- Collaboratively designed information architecture and UI solutions—ranging between single features, redesigned workflows, and entire products—for AIR’s first generation of web-based catastrophe risk modeling applications.
- Translated initial concepts from product managers and designers into robust, viable, and actionable solutions (including experience maps, process flows, interactive prototypes, and detailed designs).
- Rapidly produced complex Axure prototypes and consumable specs while collaborating with Scrum teams on immediate release work.
- Led strategic planning exercises to help the UX department evolve and promote its practice. Topics included stakeholder analysis, product identity, UX measurement, and corporate design systems.
- Coached other team members in experience mapping, information architecture, stakeholder management, and UX research.

— *Sabbatical & independent study: May to Oct 2017* —

#### Tufts University

Medford, MA

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

- Led UX and Service Design for large-scale IT initiatives including Help Desk process improvement, enterprise system procurement, web strategy, and a phased redesign of the university’s web- and room-based video conferencing and A/V services.
- Facilitated and led cross-functional teams through strategy, design, and design thinking workshops ranging from 2 hours to 6 full days.
- Transformed ambiguous and vaguely defined requests from executives into strategic recommendations and concepts, including a Communication & Collaboration Service Roadmap based on input from 20 internal stakeholders.
- Conducted both formal and guerilla user research and usability testing, involving stakeholders throughout planning and research.
- Supervised and trained undergraduate UX research assistants.

### 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.

## Boston Interactive

Boston, MA

### User Experience Designer – Aug 2014 to Jun 2015

- UX lead for client engagements in enterprise UX & digital strategy. Clients included John Hancock Insurance, DentaQuest, and Wentworth Institute of Technology.
- Produced strategic recommendations and designs under tight time & budget constraints while balancing inputs from many stakeholders.
- Developed and tested the information architecture, navigation, and structure of an insurance agent portal that replaced 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, customer-facing design, and internal applications for the launch of Vanguard Personal Advisor Services.
- Closely collaborated with business stakeholders, financial advisors, designers, and writers to arrive at solutions in a highly iterative, stakeholder-driven environment.
- Gathered and analyzed data from sources including voice of client, voice of employees, market research, and business and web analytics in order to inform the UX team's work.
- Conducted contextual inquiry with customer service representatives to understand how they use Vanguard's CRM software, leading to recommendations for improvements to the software.

## OTHER ACTIVITIES

---

**Founder and organizer** of the **Ethical Technology / Ethical Design** international online community & Boston meetup group.

**Member, volunteer, and project lead** for the **Information Architecture Institute**.

**Volunteer** for the **Pennsylvania Technology Student Association (TSA)**, an extracurricular STEM program for middle and high school students.

Past **speaker** on design and ethics at the **IA Academics and Practitioners Roundtable** and the **UXPA Boston Conference**.