

Dan Zollman

danzollman.com/consulting

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Cambridge, MA

Information architecture & user experience strategy

Summary: Designer and strategic thinker who has solved complex problems for enterprise and public audiences in government, finance, and higher education. I bring an analytical mind, thoughtful leadership, and a responsible, human-centered approach to difficult product and service challenges.

EXPERIENCE

Last Call Media

Boston, MA

Information architecture & UX Strategy, Competency Lead

April 2021 to Feb 2023

- Led the UX process for large website design-build engagements, stepping into product/project management and consulting roles with client teams as needed to facilitate design and content delivery.
- Provided in-depth coaching and guidance to design team members at all levels in leading their own projects.
- Developed an approach for, and kicked off, a cross-functional community of practice for Strategy and Architecture.
- Co-wrote proposals and RFP responses for government, nonprofit, and commercial clients/prospects.
- Advocated for corporate diversity, equity, and inclusion efforts.

Massachusetts Digital Service (Mass.gov)

Boston, MA

Senior UX Designer – Jan 2019 to Dec 2020

- Led research, planning, and UX design for major enhancements to mass.gov, its content management system, and design system. Addressed key pain points for mass.gov visitors and authors while providing flexible, appealing, and usable mechanisms for authors throughout state government to communicate with the public.
- Provided in-depth qualitative research, information architecture, usability consulting, and design delivery for Massachusetts government programs including the state's COVID-19 response, Unemployment Insurance (UI) programs, and data sharing initiatives.
- Coached product managers through the planning, execution, and analysis of their own user research.

AIR Worldwide

Boston, MA

UX Contractor – Oct 2017 to Nov 2018

- Delivered information architecture, UI designs, and complex no-code prototypes for AIR's insurance risk modeling applications.
- Translated producer managers' ideas into robust designs for features, redesigned workflows, and entire products—shaping the product vision while collaborating with Scrum teams on release work.
- Led strategic conversations to help the UX department evolve and promote its practice. Topics included stakeholder analysis, product identity, UX measurement, and corporate design systems.

EDUCATION

Rensselaer Polytechnic Institute

B.S. in Design, Innovation, and Society

Dec 2011

WRITING, SPEAKING, ORGANIZING

Organizer of the **World IA Day Boston** conferences in 2019, 2020, and 2021.

Speaker at the **IA Summit/IA Conference, UXPA Boston Conference, and UIE's All You Can Learn Library.**

Workshop presenter, **Designing the Design Process: Beyond the Double Diamond.**

Organizer, **Academics & Practitioners Roundtable on Information Architecture** in 2019, 2020, and 2021.

Chapter author, **Information Architecture in the Anthropocene** in *Advances in Information Architecture* (2021, Springer).

Tufts University, Technology Services Medford, MA

UX Researcher/Strategist – Jun 2015 to May 2017

- Led UX, service design, and information architecture for high-profile IT initiatives including Service Desk process improvement, enterprise system procurement, digital transformation projects, and an overhaul of the university's 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 roadmap for the university's online collaboration services based on input from 20 internal stakeholders.
- Conducted both formal and ad-hoc user research and usability testing, involving stakeholders throughout planning and research.

Boston Interactive Boston, MA

User Experience Designer – Aug 2014 to Jun 2015

- UX lead for UX & digital strategy engagements with 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

- Contributed to the multi-channel UX strategy, customer-facing design, and internal applications for the launch of Vanguard Personal Advisor Services.
- Led UX projects in a highly iterative, stakeholder-driven process including business leaders, financial advisors, designers, developers, and writers.
- 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.