

PROFESSIONAL EXPERIENCE

Project Management Institute

Customer Experience / Digital Platform Business Owner

OCTOBER 2019 - PRESENT

Lead the implementation of our CX/DP Hot Brick – driving forward a unified experience across all channels for PMI's stakeholders, increasing their engagement, and laying a foundation for future growth opportunities.

- Direct experience design and customer research efforts across product lines.
- Translate enterprise objectives, customer insights, and stakeholder feedback into requirements and meaningful solutions.
- Synthesize product team insights, customer research, and stakeholder feedback to inform and drive product enhancement and service design capabilities for the Institute.
- Collaborate with product and technical teams across PMI to drive the creation and implementation of our digital roadmap.

Sitecore Customer Experience Platform Product Owner

JUNE 2017 - OCTOBER 2019

Collaboratively drove platform growth, clearly communicating our direction and guiding principles, and championed our capabilities to drive awareness, adoption, and support. Connected our digital ecosystem to provide a seamless platform for driving engagement throughout the customer lifecycle based on data-driven insights and customer behavior.

- Set platform vision and strategy, aligning stakeholder groups towards a common vision serving both internal users and our customers.
- Oversaw implementation, partnering with our development team to undertake a new agile approach resulting in greater flexibility, improved team integration, and faster business value generation.
- Owned the creative process of generating, developing, and curating new ideas – providing clear direction to our development team. Ensured that feedback and requests were seamlessly integrated into our planning and development processes.
- Reduced content publishing turn-around times from days to minutes by making the platform more intuitive, enabling workflow, and moving content management closer to staff with the greatest understanding of the material.
- Executed cross-functionally to deliver platform advancements resulting in increased ability to understand and communicate with our customers, optimization of key customer touchpoints, and increased technical maturity.
- Lead the consolidation of content on a singular CMS, providing unified features, centralized management, and consistent experiences.

User Experience Design Lead

MARCH 2013 - JUNE 2017

Lead and mentored our six-person Experience Design team responsible for initiating, driving, and delivering customer experience solutions that translate our customers' and business' needs into insights, opportunities, and innovative ideas.

- Built the UX team from one to six team members through coaching, guidance, and demonstrating that design can make a tangible difference by developing products and services that are as useful as they are beautiful and functional.
- Lead and managed enterprise wide UX efforts, creating clarity around requirements by collaboratively building a unified vision and driving successful new product launches and delivering better business outcomes.
- Defined organizational user experience strategy, collaborating with cross-department teams to develop a roadmap for our digital properties – detailing our ideas, interactions between products and business units, functional areas, segments, platforms, capabilities, and content strategy at the Institute.

EDUCATION

Bentley University

Master of Science

Human Factors in Information Design

MAY 2015

Honors: Highest Honors

McCallum Graduate School of Business / Waltham, MA

Rochester Institute of Technology

Bachelor of Science

Management Information Systems

MAY 2015

Dual Minor: Economics & Entrepreneurship

Honors: Summa Cum Laude & Honors Program

Saunders College of Business / Rochester, NY

CERTIFICATIONS & TRAINING

Certified Scrum Product Owner (CSPO)

Scrum Alliance / July 2019

Certified Usability Analyst (CUA)

Human Factors International (HFI) / March 2010

Certified Associate in Project Management (CAPM)

Project Management Institute (PMI) / August 2008

SKILLS

- User-Centered Design Methodology
- User & Stakeholder Research
- Jobs to Be Done
- User Stories, Use Cases, User Flows, Personas
- Card Sorting, Information Architecture, Site Maps
- Wireframing, Prototyping
- Usability Testing
- Interaction Design
- Digital Business Strategy
- Holistic Systems Thinking

SOFTWARE & LANGUAGES

- Sitecore Customer Experience Platform & Coveo
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Sketch, Axure RP, OmniGraffle, iRise, Balsamiq
- Adobe Analytics
- CSS, HTML, XHTML, XML
- Experience with PHP, jQuery, SQL, MySQL

PORTFOLIO

DanOrth.com

PROFESSIONAL EXPERIENCE (continued)

Lincoln Financial Group

Lead Interaction Designer

OCTOBER 2010 - MARCH 2013

- Led and managed a UX Design team responsible for the Financial Advisor audience and translating insights into actionable ideas and long-term strategic direction through user and stakeholder research, information architecture, prototyping, content strategy, visual design, usability analysis, and production validation phases of internal and external websites.
- Directed the team's experience design efforts with internal digital strategists, brand, marketing, IT, and business units as well as outside consultants, contractors, and agencies.
- Managed the user experience design process for our Intranet redesign effort including competitive analysis, stakeholder and user research interviews, and collaborative workshops.

Content Administrator

JULY 2009 - OCTOBER 2010

- Led the content migration efforts for the Lincoln Financial Network and Lincoln Financial Securities website integration initiative.
- Mapped content and site hierarchy, facilitated navigation and design considerations between business and IT, and managed the team's content migration efforts.
- Developed and managed a centralized intake process for web content requests including system selection, user management, training, troubleshooting, and maintenance.
- Managed and updated content for multiple financial professionals' websites and trained new users on system software, processes, and policies.

Project Manager

AUGUST 2008 - JUNE 2009

- Led the design and development effort for the department intranet website and acted as a technical liaison between the business owners and IT.
- Crafted the design, content storage, maintenance, and implementation strategy.
- Proposed and developed creative metric reporting and analytical tools for the team, including dynamic integrated database and spreadsheet solutions.

Atlas Herald

Cofounder & Project Manager

2007 - 2008

- Cofounded the company as a digital publishing platform for content experts. Directed the prototype development and design as project manager for the seven-person company.
- Facilitated focus groups, led rapid prototyping sessions, and conducted prototype usability testing.