

DANIEL GIORDAN

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DESIGN & UX LEADERSHIP — ENTERPRISE TO EARLY-STAGE

Multi-billion-dollar organizations have trusted my teams with their most important design work, and we have consistently delivered. I've built design teams from the ground up and scaled them to nearly 370, and the range is the point: retail and media, data and analytics, healthcare — across enterprise, startup, agency, and client-side. Most of that work happened alongside the C-suite, in the hard moments a business would rather avoid: a divestiture, a rebrand, a tangle of platforms that had to become one. The through-line is simple: a product makes a promise to the people who use it, and my job is to keep it while the business grows around it. For the last several years that promise has been focused on the mobile space — telematics SDKs embedded in partners' apps, where the business turns on consent, permissions, and honest reads of driver behavior. I also build AI-augmented workflows that raise the quality bar, not just move faster, and I am the author of 15 books on digital design and imaging, with an MFA from Bard and a fellowship from Yale.

AREAS OF EXPERTISE

Business Acumen

Executive Leadership | AI Solutioning | Product Design | Mobile Product Strategy | Design Operations (DesignOps) | Go-to-Market Strategy | E-Commerce | Cross-Functional Teams

Creative Strategy

AI Workflow Integration | User Centered Design | UX Strategy | Consent & Permissions Design | Behavioral Segmentation | Creative Concepting | Design Thinking | User Research | Transactional Design | Brand Development | Content Strategy | Narrative Storytelling

Creative Skillsets

User Interface Design | User Experience (UX) | Mobile / SDK Design | Information Architecture | Workshop Facilitator | Studio Photography | Fine Art Painting & Drawing | UX Writing | Copywriting | Published Author

PROFESSIONAL EXPERIENCE

Arity (Allstate) | Chicago, IL | 2023 – 2026

Director, Design Lead

Arity is Allstate's connected-vehicle data and analytics business, tracking over a trillion miles and 100B+ trips. I led design for its mobile-publishing SDK — the product partners embed in their own apps — and the sales work that sold it. The hard problem was adoption: getting millions to grant location and motion access inside someone else's brand, then stay engaged — the strategy that earned that trust, and the tooling to ship it.

- Designed the mobile SDK experience strategy across partners representing 196M+ potential MAU — Experian (30–80M), Alarm.com/ADT (10M MAU, 1,600+ partners), and SiriusXM (110M+ via Pandora).
- Built a consent-and-permissions adoption model — ask up front vs. in context, tell vs. educate — and advised Life360, Experian, and Alarm.com on applying it. Permissions are where telematics adoption is won or lost.
- Developed a driver-behavior persona framework — eight behavioral clusters across braking, phone handling, speeding, and acceleration — that turned raw signal into non-judgmental, persona-specific coaching.
- Built and ran an AI-augmented prototyping pipeline (Cursor, Figma Make, Copilot, frontier LLMs): six functional demos in 60 days, then standard practice — deployment from about seven weeks to ten days.

GreenPark Sports | Calabasas, CA | 2022

Vice President, User Experience

GreenPark Sports is a social sports startup building fan voice-chat communities. After Champion Gaming closed, I joined to lead UX and product design, partnered with the CEO on a pivot to mobile community voice chat and an org restructure for runway, and built the community strategy — including NBA licensing compliance and supporter-group micro-networks for MLS and LAFC.

- Solved the network “cold start” problem — defining the minimum viable audience, micro-network structure, and expansion strategy.
- Partnered with the NBA on in-app merchandising and licensing compliance, and built an MLS supporter-group micro-network with the LAFC franchise.

Champion Gaming | Louisville, KY | 2021 – 2022

Vice President, Product Design & Development

Champion Gaming is a sports analytics and media startup serving major league and wagering audiences. I joined to build sports-intelligence and wagering experiences in collaboration with the NFL, NBA, NHL, MLB, PGA, and tier-one media, and led product and growth strategy while rebuilding the architecture, subscription model, and UX end to end.

- Redesigned the flagship membership product (Football Outsiders) in a lean, agile process: +280% subscribers and +22% YOY revenue.
- Launched EdjSports across five sports — editorial, analytics, and wagering insights: +206% pageviews and +279% session duration, with a 35% drop in bounce rate.
- Negotiated content and data partnerships — Sportradar, MetaBet, Data Skrive, SharpRank — for editorial, matchup data, and odds integration.

NielsenIQ (Nielsen) | Chicago, IL | 2019 – 2021

Vice President, User Experience

NielsenIQ is the global consumer and retail measurement company formed from Nielsen's divestiture. I led a 21-person global design org through that \$6B transition — stabilizing, modernizing, and rebranding a product portfolio that touched more than 40% of retail sales and distribution traffic worldwide. The mandate was to move UX from a tactical service to a strategic voice during the least stable moment the company had.

- Rebranded and unified 112 enterprise applications for CPG, retail, and media clients, across every region, in about five months.
- Partnered with the CMO to form the Nielsen Design Collective, giving brand, marketing, and product one governance table.
- Pulled an at-risk flagship account back from the edge: prioritized 536 issues on a UX severity framework, ran usability cycles with real users, and kept the revenue.
- Rebuilt the design system on atomic principles — Sketch, InVision DSM, Storybook — as a distributable global library with a code repository.

Foot Locker, Inc. | Chicago, IL | 2017 – 2019

Senior Director, UX & Product

Foot Locker is a global athletic retailer spanning eight footwear and apparel brands. I led a 12-person UX org across its eCommerce platforms — \$8B in revenue, 3,600+ stores, 45K+ employees — connecting digital and in-store into one experience customers did not have to think about.

- Increased transaction conversion +7% through checkout and transaction-flow redesign.
- Built a unified cart/checkout and shared design architecture across all eight global brands.

Wipro Digital | Chicago, IL | 2014 – 2016

Digital Practice Partner — Customer Experience & Design

Wipro Digital is the customer experience and design consulting practice within Wipro, serving Fortune 500 clients globally. I was hired on day one to build its UX practice from nothing and scaled it across financial services, healthcare, and retail.

- Grew the practice from zero to ~370 designers and contractors across multiple geographies.
- Landed and led key accounts — Microsoft, US Bank, Citi, Monsanto — that generated 85% of North American revenue in year one.
- Reset a failing \$73M engagement with a \$48K, six-week proof of concept, and secured \$3M in follow-on work.
- Built and led Lean Startup, Design Thinking, and Customer Journey Mapping workshops for clients including The Hartford, FedEx, Capital One, and Kohl's.

Rosetta (Publicis Groupe) | Cleveland, OH | 2012 – 2013

Senior Vice President / Partner, Customer Experience

Rosetta is a digital customer experience agency within Publicis Groupe. I led UX nationally across all nine offices — 76 designers, 92% utilization, 83% billability — and unified three acquired studios (Level Studios, Brulant, Wishbone) into one practice after the Publicis acquisition.

- Ran 43 new-business pitches in the first year at roughly a 25% close rate; built an e-commerce specialization and a 10-person qualitative research lab.

Early Career | 2001 – 2012

Sears Holdings · AOL (Time Warner) · Razorfish (Microsoft) · Coldwater Creek

At Sears Holdings, led UX for a strategic R&D group reporting to Chairman Eddie Lampert, building the experience layer for a personalization engine (Sears Catalogue app: +20% online revenue, tied to \$41B in in-store sales). Earlier, as AOL's Director of Design, grew the team from 7 to 36 and drove a Netscape Network catalyst worth +4M monthly actives to CNN, with design leadership at Razorfish (Microsoft) and Coldwater Creek.

PUBLICATIONS, AWARDS & SPEAKING

Author of 15 books on digital design and imaging, including the Art of Photoshop series (multiple editions; Barnes & Noble exclusive) and The Art of Photoshop for Digital Photographers. Contributor to Adobe Magazine and Photoshop User; featured speaker at Photoshop World (Miami).

- IBPA Benjamin Franklin Award — Best Computer Design Book (Art of Photoshop)
- Ellen Battell Stoeckel Fellowship, Yale School of Art
- Traveling Fellowship, Museum of Fine Arts, Boston
- National Design Award — First Place, National Career Design Competition

EDUCATION

- Bard College — [MFA, Fine Arts](#)
- School of the Museum of Fine Arts, Boston — [BFA, Fine Arts](#)
- Yale School of Art — [Fellowship](#)