

Dan Salman

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Information Architecture _____

UX Design _____

Functional Creativity _____



Professional Summary

- Versatile user experience design professional who maintains goal to architect, design, and develop products, campaigns, spaces, and experiences that inspire users to engage in intuitive and meaningful ways.
- Continually evolving designer with 20+ years expertise in creating digital products, experiences, and artifacts, indoor and outdoor branded environments, unique art installations, and corporate identity and branding campaigns.
- Artist who seeks to bring creative visions to life, while maintaining balance between detail and function, between aspiration and usability, and between creative problem solving and free expression.
- Entrepreneur with wide-ranging business acumen, including launching business initiatives, securing funding and partnerships, moving products from concept to delivery, and managing production teams, projects, budgets, and offices.

Professional Experience

2014-present

Co-Founder/Chief Operating Officer/Lead UX-UI Designer,
Good TRKR LLC, San Mateo CA

- Establish business plans to create multi-platform products (iOS, Android, and web apps), including our flagship products [Fotition](#) and [PixlBank](#), platforms that connect brands, charities, and people in ways that effect positive social change.
- Partner in the creation of preliminary product development phases, including users studies and problem to be solved, initial design concepts, wireframes, information architecture, initial UX and IxD, UI mock-ups, storyboards, and all prototypes.
- Manage the development of all products and participate in design and development as needed, including UI and front-end development (HTML and CSS) and ensure delivery of tested and completed products.
- Engage clients, from intake through agreement, on all aspects of the project.
- Manage engineering teams as needed per project, including remote backend development teams.
- Create all company marketing and PR, including designing marketing materials and platform graphics content.
- Manage business operations, including client services, partnership negotiations, budget management, and human resources.
- Secured funding through numerous investors including, our lead investor Scott Cook, Co-Founder of Intuit Software, Starbucks, and Shawn Byers.
- Managed product integration with our corporate partner Starbucks for the launch of their website introducing their original series "[Upstanders](#)".
- Led the integration of our API with a new Disney "[Marvel Studios Hero Acts](#)" site, for which our created campaign raised over \$700K for Save The Children.
- Featured in "9 Mobile Apps That Are Taking Social Entrepreneurship to the Next Level," [Entrepreneur](#), Jan 2018
- Featured in "23 Social Good Apps That Make It Simple To Impact The World Everyday," [Causeartist](#), Nov 2015

UI Design

Prototyping

Empathic Design

2009-present

Consulting Partner/Lead UX-UI Designer
D5W Design Group, Hermosa Beach, CA

- Consult and advise on a wide range of digital and 3D experiences, design, and products.
- Work with start-ups and well established companies on design initiatives ranging from digital experiences to art and copy to complete branding packages.
- Design and develop web and mobile application experiences including all design phases from understanding the user through beta testing and quality assurance.
- Partner in all aspects of client experience from initial consultation and problem discovery through delivery of completed products.

2000-2009

Freelance Production Designer/Art Director/Designer
Hermosa Beach, CA

- Worked as Art Director and Production Designer on commercials and music videos for brands including Nintendo, Showtime, the NFL, Subway, Heineken, McDonalds, Pizza Hut, and Taco Bell as well as acts including The Killers, LeAnn Rimes, Blink 182, Shaq, Stevie Nicks, Stone Temple Pilots, and Kenny Rogers. Created the look of the production including location selection, set design and construction in ways that engaged the intended emotions of the audience.
- Designed and managed construction of theatrical sets and concert staging.
- Created logos, corporate identity packages, and marketing materials.
- Designed and built websites, using HTML & CSS, and various web design platforms.
- Conceptualized, architected, and built commercial and residential spaces, retail products, and art installations.

1994-2000

Special Event / Set Designer
Merv Griffin Productions, Santa Monica, CA

Created the look and feel for a variety of special events including corporate parties, weddings, and Hollywood award shows. Additionally contributed graphic design, spatial design, prop and set design, and fabrication.

Education

Bachelor of Fine Arts, Studio Arts, University of Southern California, Los Angeles, CA

Functional Skills

Consulting
Web design and development
Mobile/web application UX, UI, IxD, and IA
HTML and CSS
Expert in Adobe Creative Suite
Product design and development
User-centered design, design thinking
User studies (basic knowledge)
Corporate identity and branding
Set/experiential design and construction

Additional Skills

Photography
Welding
Woodworking
Drawing
Painting
Cooking
Automobile repair
Breakdancing (when applicable)

