

## DAN BROWN

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[www.greenonions.com/portfolio](http://www.greenonions.com/portfolio)

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### SYNOPSIS

- Expert information architect, information designer, usability specialist, and user experience strategist with experience managing projects up to \$1.8M. Proficient in Visio and Microsoft Office applications.
- Deployed enterprise-wide content management system (Documentum) to new Federal agency, supporting 100 users in the first six months.
- Managed 20-person team of user experience consultants on clients ranging from the World Bank and Fannie Mae to Aetna and FirstUSA.
- Won several strategic business development pitches, including US Airways, webMethods, and Special Olympics.

### EDUCATION

- Bachelor of Arts (1994), Wesleyan University, Philosophy. Focus on social philosophy and epistemology.

### PROFESSIONAL EXPERIENCE

#### USER EXPERIENCE LEAD (March 2005 – Present) • Computech, Inc. • Washington, DC

- Lead user experience team for wireless bureau of FCC.

#### USER EXPERIENCE LEAD (April 2004 – March 2005) • Aquilent, Inc. • Washington, DC

- Lead major redesign of USPS.com, creating improved structure based on audience types and tasks.
- Developed wireframes and user flows for major applications on USPS.gov, including ZIP Code Lookup, Online Tools, and Carrier Pickup. Designed usability tests and analyzed results to improve applications.
- Wrote documentation standards and best practices for user flows, site maps, and wireframes.
- Participated in strategy planning for major information architecture update to USPS.gov. Conducted thorough analysis of Web sites to identify risks of different information architecture strategies.

#### CONTENT MANAGEMENT LEAD (June 2002 – April 2004) • Transportation Security Administration • Washington, DC

- Deployed enterprise-wide content management system to new federal agency (TSA). Trained 100+ users throughout the agency to manage their own content.
- Designed content types, workflows, and site architecture for use within content management system.
- Managed prototype development of document management capabilities for system development lifecycle and “Questions for the Record” business processes.
- Coordinated federal contract for content management projects, working with contracting officer, technical representative, and contractor management to develop and fund task orders. Projects ranged from \$500K -1.875M.
- Managed team of 20 contractors in content management system design, deployment, and support.

#### CREATIVE DIRECTOR (April 2001 – April 2002) • Tisani • Bethesda, MD

- Developed project plans to meet client-defined budgets and timelines. Assigned team members to projects based on skills and experience. Budgets ranged from \$100K -2M, with timeframes from two weeks to six months and teams of 3-12 people.
- Mentored group of 20 information architects and designers by providing career advice, conducting semi-annual reviews, and defining long- and short-term personal goals.
- Developed 35 sales presentations and proposals. Defined and wrote approaches for new business. Prepared methodology descriptions and identified "our understanding" to include in proposals. Participated in sales pitches.

#### DIRECTOR of INFORMATION ARCHITECTURE (January 1999 – April 2001) • marchFIRST (formerly USWeb) • Bethesda, MD

- Led project teams of 3-12 people, providing direction on information architecture, design, and usability deliverables.
- Developed communication plan to improve internal processes. Identified critical gaps in communication channels. Mediated personal, professional, and project-related conflicts between team members. Collaborated with other creative managers to refine methodology and improve efficient delivery of high quality products.
- Collaborated with other thought leaders at marchFIRST to build the user experience center of excellence. Wrote and produced methodology documentation used by user experience professionals throughout marchFIRST.
- Produced day-long information architecture and usability conference for marchFIRST employees, which included keynote speaker Ben Shneiderman. Forty people from 13 offices around the country attended.

#### SENIOR INFORMATION ARCHITECT (October 1997 – January 1999) • USWeb • Bethesda, MD

- Developed information structures for large commerce-enabled Web sites. Designed processes for critical site functions, such as checkout, searching, and browsing. Sites contained several thousand pages. Catalog sites contained between 500 and 50,000 products.
- Developed user models, interaction models, information architectures, and content models for such clients as First USA, the World Bank, webMethods, and US Airways. Created deliverables for communicating information architecture and user experience strategies to clients.
- Conducted user research on many projects to establish a baseline understanding of target audiences. Techniques included card sorting, user interviews, observations, and focus groups.

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## PUBLICATIONS

All articles for Boxes and Arrows may be found at [http://www.boxesandarrows.com/people/archives/dan\\_brown.php](http://www.boxesandarrows.com/people/archives/dan_brown.php)

- Special Deliverable 13: Visio Glue – Not For Sniffing. In Boxes and Arrows. Upcoming.
- Lost In Translation: Looking at Network Digital Audio Players. In Boxes and Arrows. Upcoming.
- Content Is King, and Other Web Publishing Metaphors. CMSWach. Upcoming.
- Special Deliverable 12: Toggling Shapes in Visio. In Boxes and Arrows, January 2005.
- Special Deliverable 11: Wireframe Annotations in Visio. In Boxes and Arrows. October 2004.
- Special Deliverable 10: Representing Content and Data in Wireframes. In Boxes and Arrows. August 2004.
- The Information Architecture of Email. In Boxes and Arrows, July 2004.
- Special Deliverable 9: The Visual Vocabulary Three Years Later. In Boxes and Arrows, January 2004.
- Poster Presentation: Making Local Connections, The Story of DCIA, the Local IA Organization for the DC Metro Area. ASIS&T IA Summit 2003, March 2003.
- Special Deliverable 8: Deliverables and Methods. In Boxes and Arrows, June 2003.
- Poster Presentation: Where the Wireframes Are: The Use and Abuse of Wireframes in IA Deliverables. ASIS&T IA Summit, March 2002.
- Book Review: Back to the User. In CHI Bulletin, January/February 2003. (<http://sigchi.org/bulletin/2003.1/janfeb03.pdf>)
- Special Deliverable 7: IA Library Quick Reference. In Boxes and Arrows, March 2003.
- Special Deliverable 6: Three Lessons from Tufte. In Boxes and Arrows, November 2002.
- Special Deliverable 5: Understanding Powerpoint. In Boxes and Arrows, September 2002.
- Special Deliverable 4: Three Visio Tips. In Boxes and Arrows, August 2002.
- Special Deliverable 3: Where the Wireframes Are. In Boxes and Arrows, July 2002.
- Special Deliverable 2: Coherence, Context, and Relevance. In Boxes and Arrows, June 2002.
- Special Deliverable 1: Opening Pandora's Box. In Boxes and Arrows, June 2002.
- Book Review: Humane Interface. In CHI Bulletin, January/February 2002. (<http://sigchi.org/bulletin/2002.1/janfeb02.pdf>)
- Conference Report: Broadband Outlook 2002. In *Interactive TV Today*, February 2002. (<http://www.itvt.com/evrev21702db.html>)
- JavaScript Tutorials for *ZD Internet Magazine*. January and February 1997.
- Frames Tutorial for WebReference.com. March 1996. (<http://www.webreference.com/dev/frames/>)

## PUBLIC SPEAKING

- Architecting Music Libraries. Poster Presentation at IA Summit 2005. Winter 2005.
- Representing Information in Wireframes. Poser Presentation at IA Summit 2005. Winter 2005.
- Hands-On Visio. IA Summit 2005. Winter 2005.
- It's Never Too Late for IA. Panel Moderator, FedWeb. Spring 2004.
- Building a Content Management Culture. Knowledge Management E-Gov Conference. Spring 2004.
- Getting Ready for Content Management: Lessons Learned from the Trenches. December 2003.
- Economic Research Service, USDA: Deploying a Content Management System. October 2003.
- Adaptive Path User Experience Week: The Art of Communicating to Clients. August 2003.
- Capital PC Users Group: Information Architecture, a Gentle Introduction. January 2003.
- DC Information Architects: Visio Tutorial. June 2002.
- ASIS&T IA Summit 2002: Deliverables Panel Participant. March 2002.
- American University: Guest Lecturer, Writing for the Web. Summer 2001.
- University of Natal: Guest Lecturer. Summer 1999.
- Duke University: Web Design Classes for Continuing Education Program. Summer 1996.

## AFFILIATIONS

- Co-led Public Domain Directory Working Group for Interagency Council on Government Information, assembled to meet mandates of E-Government Act of 2002.
- Sat on Web Content Management Training Planning Committee for conference organizers Digital Government Institute.
- Founded, with other industry-leading professionals, first institute dedicated to information architects. [www.aifia.org](http://www.aifia.org)
- Organized bi-monthly book group for local information architecture organization. May 2003 meeting included a visit from authors Jesse James Garrett and Rebecca Blood to discuss their books *The Elements of User Experience* and *The Weblog Handbook*, respectively.

## AWARDS

- Service Recognition Award from United States Postal Service. November 2004.
- TSA Gold Medal Award for Innovation. November 2003.