

Daniel (Danny) Lewandowski

(loo-an-DOW-ski)

Results-driven Associate Director of User Experience with over 15 years of expertise in designing innovative, data-driven digital solutions that enhance user engagement and streamline production.

Proven track record in leading cross-functional teams to create scalable, accessible, and brand-aligned web experiences across complex projects.

Adept at building and managing comprehensive design systems and UI prototypes that increase efficiency by up to 30% while elevating brand standards.

Skilled in aligning business objectives with user needs to deliver high-quality, responsive designs that improve accessibility compliance and reduce production timelines.

RECENT EMPLOYMENT

Cognizant | Remote | Associate Director of User Experience 04/2016 - 09/2024

- Created 100+ wireframes, mockups, and interactive prototypes using HTML/CSS/JS and Figma facilitating faster feedback and approvals from stakeholders.
- Spearheaded the creation and maintained a comprehensive Figma design system and component library, streamlining design consistency and reducing production time by 30%.
- Designed and prototyped over 50 website components, collaborating across design, development, and engineering teams to ensure brand compliance and reduce rework by 25%.
- Spearheaded the migration to a new development framework by introducing best coding practices, achieving 3-4x faster production times.
- Coordinated a full site refresh and rebrand, improving launch efficiency by 40% and reducing post-launch errors by 15% through cross-team alignment.
- Facilitated weekly working sessions on coding, project requests, and UI/UX practices, enhancing team adherence to best practices by 20%.
- Defined and implemented responsive design standards, reducing mobile bounce rates by 15% and ensuring seamless experiences across devices.
- Implemented WCAG accessibility standards in all designs, reaching 85% compliance across digital platforms to support inclusivity for users with disabilities.
- Partnered with product managers to align project goals, scope, and timelines, achieving a 95% on-time project delivery rate aligned with user needs.

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SKILLS

- **Design & Development:** UI/UX design, Adobe Creative Suite, Figma, HTML, CSS, JavaScript, prototyping
- **Technical & Project Skills:** Concept development, brand identity, design system creation and documentation, style guide creation, cross-functional collaboration, accessibility compliance
- **Leadership & Communication:** Team leadership, mentoring, project management, facilitation of best practices

NOTABLE PROJECTS

Paul Rand website (since 2005)

www.paulrand.design

Founder, designer, creator, and archivist for the work of legendary American modernist graphic designer Paul Rand.

PREVIOUS EMPLOYMENT

Convergent Media | Cumming, GA | Art Director

01/2014 - 04/2016

- Designed and developed interactive signage for regional and national clients in the retail and healthcare sectors, increasing engagement.
- Collaborated with engineers, animators, video editors, and developers to resolve complex marketing challenges, boosting client brand visibility.

Freelance Art Director/Graphic Designer | Atlanta, GA

02/2013 - 01/2014

- Partnered with local and national agencies on digital advertising campaigns and interactive experiences, enhancing client engagement.

Digitas | Atlanta, GA | Senior Art Director & Creative Technologist

03/2004 - 02/2013

- Developed and trained global teams on Delta Air Lines' brand guidelines, ensuring brand consistency across 200+ marketing assets.
- Created master global templates for email and promotional communications, reducing design time by 30% and ensuring brand alignment across channels.
- Authored the global style guide for delta.com, streamlining content creation and enhancing brand consistency across digital platforms.
- Established a standardized file structure and delivery protocol, reducing transfer errors by 20% and improving cross-team collaboration.
- Acted as a brand steward, training clients on brand standards and maintaining 95% compliance across campaigns.
- Created internal POV documents on responsive web design and high-density displays, enhancing visual quality and aligning with high-definition standards.

EXHIBIT CURATION & DESIGN

Paul Rand: Idealist/Realist

American University, Cairo, Egypt (AUC, 2021)

Ebola: People + Public Health + Political Will

Centers for Disease Control and Prevention (CDC, 2014)

Paul Rand: Defining Design

Museum of Design Atlanta (MODA, 2013)