

Dana Frank

Creative Director, UI/UX Designer

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about

Creative Director and User Experience Manager with the proven know-how to combine creative and usability viewpoints resulting in quality Web and mobile applications. Track record of meeting demanding deadlines, communicating effectively with cross-functional teams, and leading by example.

education

1998

Virginia Commonwealth University (VCU)

B.A., Communication Arts

notable skills

Project Management; User-Focused Design; Creative Direction; Web Usability Best Practices/UX; User Design Experience; Cost Control/Budget Management; Production Oversight, Cross Functional Communications; Familiar with Agile/Scrum Workflow Methodologies and Waterfall Project Management Life cycles

certifications

2009

Certified Usability Analyst, Human Factors International

2014

Certified User Experience Analyst, Human Factors International

software

OptimalSort, Sketch, Zeplin, Invision, Hotjar, Axure, JIRA, Hipchat, Adobe CC Photoshop & Illustrator, Proform/Rapidintake, Microsoft Office suite

work experience

Segue Technologies, Inc.

October 2012 - Present
Arlington, VA

Creative Director & UX Strategist for Segue Technologies; Creative Director for Caring Village LLC, Segue Technologies

- Provide UI/UX and design for websites, web applications, Android and iOS platforms
- Deliver high quality design docs: sketches, sitemap, user flows, wireframes, mockups, specifications
- Provide usability analytics and feedback metrics on websites and mobile applications to improve usability and user experience
- Manage departmental marketing and branding efforts to ensure design mock-ups meet both visual and textual branding standards
- Manage design staff and all UX/design based deliverables for Segue Technologies and Caring Village, LLC.
- Develop user personas and scenarios in order to enhance functionality and usability for key audiences

Booz Allen Hamilton

1999 - 2012
McLean, VA

Lead Associate 2010 - 2012 Media Services Manager, Certified Usability Analyst

- Provided UX/UI support such as wireframing, prototypes and heuristic reviews for websites/web applications
- Developed and managed brand identity roll out of inter-departmental rebrand and firm wide Executive level programs
- Account lead for Marketing and Communications for external facing deliverables
- Video Production Producer, conceptualizing client messaging, providing storyboarding and art direction to create engaging and impactful messaging
- Managed design and development of WBT programs from instructional design to content development and authoring
- Career manager for 7 direct reports; managed 18 staff (designers, freelancers, production artists and writers) and matrixed support
- Identified capability growth areas to increase business opportunities

awards

- 2011 Performance and Team Appreciation Award for management, instructional design, and implementation Naval Ordnance Safety & Security Activity WBT deliverables
- 2010 Horizon Award for Enterprise Operational Management toolkit
- 2010 Horizon Award for Aspen.bah.com intranet site
- 2009 Horizon Award for Hello.bah.com website marketing efforts (recipient of CIO 100, Open Innovation award in 2010)
- 2009 Communicator award for best integrated Campaign for Hopper marketing efforts
- 2009 Horizon Awards for Hopper Podcast, intranet and interactive toolkit
- 2007 Robert Randolph & Family band Presale CD design booklet; for Warner Brothers
- 2004 Award of distinction for Wireless Mobility Website
- 2004 Gold Telly Award for TEDMED 3 design and multimedia

clearance

- Active Secret Clearance Level

work experience

Booz Allen Hamilton

1999 - 2012
McLean, VA

Associate 2006 - 2010

Web Development & Multimedia Team Manager

- Project Manager, overseeing development of web and multimedia based deliverables
- Increased headcount by 33% to support business growth
- Managed outside vendors and maintained vendor relationships
- Managed team marketing efforts and established client relationships exceeding projected project plan by 40% for team based deliverables in FY09
- Provided GUI solutions and strategies for websites, applications and interactive elements
- Provided GUI solutions and strategies for websites, applications and interactive elements

Senior Consultant 2002 - 2005

Lead Designer

Senior Consultant 1999 - 2001

Graphic Designer

Commercial Artist

1996 - Present
www.danajohnstone.com

- Private Exhibits; 1999, 2004, 2008, 2015
- Architectural Renderer; Keller Williams, Long & Foster, Re/Max Premier
- Designed Warner Brothers "Colorblind" artwork for Robert Randolph & Family Band (2006)
- Represented by Woody Coleman, Coleman Represents Inc. (1999 - 2004)
- Published in RSVP Illustration Annual (1999)
- Commission - United States Geological Survey "Diversity Mural" (1998)
- Published in Society of Illustrators Annual, 1998