

Daniel (Danny) Lewandowski

(loo-an-DOW-ski)

Technically proficient and meticulous Associate Director of User Experience with 15+ years of experience designing online marketing programs, leading user interface design systems and creating data-driven, scalable web solutions. Skilled at adhering to brand style standards and developing UI mockups and prototypes.

RECENT EMPLOYMENT

Cognizant

Associate Director of User Experience
(2016-2024, remote)

- Created wireframes, mockups and interactive prototypes to effectively communicate design concepts and gather feedback from stakeholders.
- Created and maintained Figma design system and component library for all online experiences.
- Designed and prototyped website components by collaborating with designers, developers, and engineers, ensuring accurate and effective brand compliance.
- Led the migration to a new development framework and established new coding practices by working closely with development and engineering teams, resulting in 3-4x faster production times.
- Coordinated full site refresh and rebrand between brand and development teams with speed, accuracy, and minimal issues thanks to the new development framework.
- Facilitated weekly working sessions to review coding techniques, projects requests, bug reports and discuss UI/UX issues increasing team knowledge of best practices.
- Defined and implemented responsive design standards and principles resulting in seamless user experiences across devices and screen sizes.
- Collaborated with product managers to define project goals, scope, and timelines based on user needs and business objectives.
- Implemented accessibility standards (WCAG) in designs to ensure inclusivity for users with disabilities or impairments, increasing compliance to 85%.

📍 Alpharetta, GA, USA

☎ +1 203-610-4201

🌐 www.dannylewandowski.com/

@ hi@dannylewandowski.com

📄 linkedin.com/in/danlewski

DESIGN & UX

- Strategy, concept and execution
- Design and typography
- Design systems and style guides
- Wireframes and prototypes

DEVELOPMENT

- Modern front-end web development
- HTML/Pug
- CSS/SASS
- JavaScript
- Responsive design

TOOLS

- Full Adobe Suite
- Figma and Sketch design libraries
- Image editing and retouching
- SVG animation

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

Art Director

(2014-2016, Cumming, GA)

- Concepted and developed interactive signage experiences for regional and national clients.
- Worked closely with a team of engineers, animators, video editors, and developers to solve marketing challenges.

Freelance Art Director/UX Designer

(2013, Atlanta, GA)

- Worked with various local and national agencies on a wide variety of digital advertising campaigns and interactive experiences.

Digitas

Sr. Art Director and Sr. Creative Engineer

(2004-2013, Atlanta, GA)

- Responsible for creating, maintaining, and training on the brand guidelines for Delta Air Lines.
- Designed all master global templates for email and promotional communications.
- Wrote and produced a master global style guide for delta.com.
- Developed standard file structure and delivery methods for consistent transfers between global teams and vendors.
- Recognized as a brand steward for constant oversight and training on brand standards with all clients.
- Developed internal POV documents regarding responsive web design and producing work for high-density (retina) displays.

CURATORIAL

Paul Rand: Idealist/Realist

American University, Cairo (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)

LEADERSHIP & TEAMWORK

- **Mentorship & training:** Guided junior team members and fostered a collaborative environment.
- **Cross-functional leadership:** Led teams of designers, developers, and engineers to deliver quality projects.
- **Client communication:** Acted as the main liaison, translating technical solutions into business terms for stakeholders.

PROJECT MANAGEMENT

- **Project planning:** Managed large-scale projects from concept to delivery, ensuring timely completion within budget.
- **Agile & waterfall expertise:** Adapted project management methodologies for efficient execution in dynamic environments.
- **Requirements gathering:** Led client interviews to turn business goals into actionable project plans.

STRATEGIC PROBLEM-SOLVING

- **Creative solutions:** Delivered innovative, data-driven design solutions that addressed client challenges.
- **Marketing strategy:** Conducted market research and client needs assessments to create strategies that aligned with business objectives.
- **Business alignment:** Developed design systems that supported long-term branding and marketing goals.

COMMUNICATION & PRESENTATION

- **Presentations:** Delivered clear, engaging presentations to stakeholders on project updates and outcomes.