

Daniel Kolchinsky

User Experience Lead

A seasoned interaction designer in pursuit of a product leadership position, I employ platform and user-centered methods to solve complex service and product challenges

Experience

Principal of Interaction Design at Smart Design, 2011–17

Led cross-disciplinary teams on a range of strategy and innovation projects, represented Smart's digital capabilities as part of business development, and recruited and mentored interaction designers and interns. Projects included:

- Gatorade Gx (3.5 years): Led digital design of a cloud-based, multi-component hydration personalization and tracking platform, including team coordination, content expertise, user research, interaction design, art direction, engineering coordination, field deployment, product strategy, and event presentations
- HP OneView (2 years): Led interaction design of a data center management application in collaboration with product and engineering teams; Piloted and defined an interface framework and product design process, adopted by HP
- OXO On Appliances (4 years): Led interface design for the entire product line, including digital strategy, prototyping, user testing, and engineering support

Art Director at MCD Partners, 2005–10

Directed and designed web applications and portals while co-managing 10–15 designers, including recruiting, mentorship, and resourcing. Projects included:

- Discover Card (4 years): Oversaw digital brand and led major cardmember-facing projects, including Account Center, Rewards, and Spend Analyzer
- Art directed and designed consumer (Discover Bank, BillMeLater, Rave Wireless) and enterprise projects (AT&T Business Ordering, Pulse Network)

Freelance Art Director, 1998–2011

Provided brand, print, and web design services to small and medium businesses, including a 14-year partnership with a healthcare support company

Senior Web Designer at Ailiant, 2000–01

Collaborated with creative director on a variety of digital projects, including Me.net, a unified communications startup similar to Google Voice

For a complete work history, see my [LinkedIn profile](#)

Contact me at dkolchinsky@gmail.com

Please visit kolchinsky.com for my perspective on design and project stories

Expertise

User Research – 6 years of collaboration with design strategists, applying a range of ethnographic and quantitative methods to explore opportunity spaces and uncover design-actionable insights

Interaction Design – 10 years of leading service and interface design projects for software and devices within consumer and enterprise contexts

Digital Strategy – 10 years of defining and communicating product vision, roadmap, and features through clear and effective storytelling

Team Leadership – 10 years of recruiting, mentoring and managing design teams

Education

Design and Typography Studies

BFA, SUNY Purchase College, 2002–04
School of Visual Arts, 1999–2001

Business Studies

New York University, 1997–98

Speaking

“Get Sticky: The Magic of Post-Its” Workshop
Interaction Design MFA Program at SVA, 2015

“Designing with Data in Mind” Workshop
University of Pennsylvania, 2015

“Fidelity with Intent” Presentation
TAW Conference at RIT, 2013

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