DANNY CHAPMAN

Brand / UI & UX / Front End / Leadership / Event Design

CONTACT

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SKILLS

Branding & Visual Design
Competitive Analysis
Illustration
Logo Design

Creative Direction
Art Direction
Branding
Human-Centered Design
Generative AI

Event Design
Copywriting
Experience Design
Production Design

Front End
CSS & Sass
Frameworks & State Site Generation
WCAG 2 & Section 508 Accessibility

Leadership
DesignOps
Leading & Managing Teams
Mentorship

UI & UX
Journey Mapping
Wireframes & User-flow Diagrams
Research
Personas & User Types
Interface Design

EDUCATION

Hamilton College
Bachelor of Arts, 2002
Art History, Departmental Honors

Rhode Island School of Design
Summer 2001, Winter 2006
Graphic Design I, Flash

ABOUT ME

I've been designing digital products for over 20 years; building and leading teams, making organizations human-centered, and finding ways to effect change at scale.

I am actively pursuing my next opportunity to be curious, to go where I'm rare, and build design-centered solutions and teams.

WORK EXPERIENCE

CREATIVE DIRECTOR

Ad Hoc, LLC: 2022 - Current

Creative Director for Ad Hoc — a government digital services company. Creative direction and marketing for Ad Hoc's presence across digital, print, and social media properties. Art direction for all in-person and virtual events and experiences.

DIRECTOR OF DESIGN

Ad Hoc, LLC: 2014 - 2022

I founded Ad Hoc's design practice, managed team members, established our DesignOps practices, and built critical infrastructure to support our team. I scaled our design practice from a team of one, to a team of over fifty in five years. In addition, I oversaw strategic capabilities growth in accessibility, mobile, design-systems, and content design.

I also served as lead designer for Vets.gov, and HC.gov's Window Shopping application. Both projects were high-profile experiments in bringing modern design and development practices to government at scale. Responsible for UX, visual design, accessibility and front end development.

DIRECTOR OF DESIGN

NIC (National Information Consortium): 2013 - 2014

I served in a design leadership role for the nation's largest provider of digital government services. Creative Director of NIC's federal, state and local government engagements - from Pennsylvania to Hawaii. Responsible for design, brand development, front end coding, as well as strategic direction for sales initiatives.

SPEAKING

Ad Hoc Company All Hands
2016-2024

DesignxRI Clambake
October 2019

Better World by Design Conference
September 2019

RISD VoteLab: Web and Democracy
October 6, 2017

**RWD Podcast
with Ethan Marcotte & Karen McGrane**
February 16, 2016

**SXSW Interactive:
The Dynamic Site is Dead**
March 10, 2014

AWARDS

40 Under Forty
2013
Providence Business News

Best of the Web
2006, 2008, 2009, 2010, 2011, 2012
Center for Digital Government

Outstanding Achievement
2009, 2010, 2011, 2012
Interactive Media Award

PRESIDENTIAL INNOVATION FELLOW
The White House, Obama Administration: 2012 - 2013

I served as a founding member of the inaugural class of White House Presidential Innovation Fellows. Team member on *Project MyUSA* — charged with reinventing the online relationship between citizens and their government. In addition, I served as a strategic advisor on initiatives at the White House Office of Science and Technology Policy.

CREATIVE DIRECTOR
Rhode Island Interactive | 2005 - 2012

In addition to visual design and UX, I assumed responsibility for the RI.gov brand, and associated marketing needs — both print and digital.

My responsibilities expanded to include strategy and support with other NIC (parent company to RI Interactive) state government engagements, including consulting engagements for the State of New Jersey, and the State of Vermont.

CREATIVE SERVICES DESIGNER
Rhode Island Interactive | 2004 - 2005

Charged with designing user experience of over fifty government sites and applications for the State of Rhode Island, while working within an existing brand.

DESIGNER
eCamp | 2003 - 2004

Responsible for print and digital design support for a rapidly growing software startup providing digital solutions for summer camps across the country.