

DANNY CHAPMAN

Designer: Brand / UX / Events / Front End / Leadership

CONTACT

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SKILLS



Front-end Design



UX Design



Visual Design



Art Direction



Accessibility



Leading & Managing Teams



Design Operations



Strategic Consulting

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'm a designer with a broad base of skills in visual design, UX, front-end, and accessibility. I've been designing digital products for over 19 years, building and leading teams, and finding ways to effect change at scale.

WORK EXPERIENCE

CREATIVE DIRECTOR

Ad Hoc | 2022

Creative Director for Ad Hoc: A Government Digital Services company (<https://adhoc.team>). Creative direction for Ad Hoc's brand presence across digital, print, and social media properties. Art direction for all in-person and virtual events and experiences.

DIRECTOR OF DESIGN

Ad Hoc | 2014

I 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.

After establishing the initial suite of digital services, I founded Ad Hoc's design practice, managed team members, established our DesignOps practices, and building critical infrastructure to support our team. 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, front-end, design-systems, and content design.

DIRECTOR OF DESIGN

NIC | 2013

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

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

RISD VoteLab
January, 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

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 2.0

RI Interactive | 2012

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 DIRECTOR

RI Interactive | 2012

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

CREATIVE SERVICES DESIGNER

RI Interactive | 2004

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

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