

DANNY CHAPMAN

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

CONTACT

- ✉ design@dannychapman.com
- ☎ (401) 451-3151
- in linkedin.com/in/danieljchapman
- 🔗 dannychapman.com
- ✍ Portfolio available upon request

SKILLS

Branding & Visual Design

Competitive Analysis
Illustration
Logo Design

Creative Direction

Art Direction
Branding
Human-Centered Design

Event Design

Copy writing
Experience Design
Production Design

Front End

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

Leadership

DesignOps
Leading & Managing Teams
Mentorship

UX

Journey Mapping
Low and Hi-fidelity Prototyping
Personas
Research
User-flow Diagrams

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 and services for over 20 years, building and leading teams, and finding ways to effect change at scale.

I love being a generalist, going where I'm rare, and helping build design-centered teams.

WORK EXPERIENCE

CREATIVE DIRECTOR

Ad Hoc, LLC | 2022

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

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

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

Rhode Island 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

Rhode Island 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

Rhode Island 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.