

DANIEL WALKER

DIRECTOR OF USER EXPERIENCE

PROFESSIONAL SUMMARY

Are you seeking a UI/UX leader who blends innovation, user-centric strategy, and scalable design systems? I am your answer.

I partner with stakeholders, product managers, architects, and developers to deliver experiences aligned with business goals and technical realities. With deep expertise in UCD practices—Personas, User Stories, UX Testing, Interviews, Surveys, and Focus Groups—I drive clarity and direction across complex product ecosystems.

I bring advanced experience integrating AI into UX and Content operations, including rapid wireframing, CCL component creation, workflow optimization, documentation automation, and user-feedback analysis.

An MBA-trained design leader with 17+ years of experience, I bring strategic vision, executional excellence, and a commitment to delivering meaningful results for both the business and its users.

EXPERIENCE

Director of UX and Content

Feb 2024 - Present | AssetWorks Berwyn, PA

- Lead, mentor, and develop UX Designers and Technical Writers; set standards, workflows, and quality benchmarks
- Direct strategy and execution for design systems, including UX Design Library, tokens, and multi-product CCL governance
- Drive UCD and Design Thinking practices through workflows, prototypes, usability testing, and customer research
- Collaborate with Product, Architects, and Engineering to define requirements, specifications, and workflow logic
- Lead AI adoption for wireframing, CCL component creation, documentation automation, code generation, and workflow optimization
- Modernize documentation using a centralized, responsive knowledge center; implement AI-powered formatting and content standardization
- Develop consistent AI-driven processes, task lists, and component workflows for scalable delivery
- Deliver coded front-end UI aligned with Figma designs, reducing developer iteration cycles
- Analyze user stories, feedback, and usage data to inform roadmaps and product planning
- Manage Jira workflows, assign UX tasks, and align deliverables to release timelines

CONTACT



610-955-55574



walkerdesigns78@gmail.com



Mickleton, NJ

WEBSITES



www.linkedin.com/in/daniel-walker-47854661



dwalker-uiuxdirector.com

SKILLS

- Team building
- Strategic Design Leadership
- User-Centered Design tools
- Agile methodologies
- Enterprise Software Solutions
- Component Libraries
- Design systems development
- Prototyping techniques
- Analytical thinking

TOOLS

- Figma
- Cursor
- Maze
- MS Clarity
- Storybook
- Chromatic
- Jira
- Excel
- Powerpoint
- Adobe Suite

EXPERIENCE (CONT)

UI/UX Design Manager

Jul 2017 - Feb 2024 | AssetWorks Berwyn, PA

- Hire and train UX Designers.
- Assign JIRA items for UI/UX Team.
- Build and maintain a UX Design Library.
- Use UCD and Design Thinking to build prototypes and final designs.
- Collect User feedback using focus groups, surveys, interviews and research.
- Present new functions and features at User Conferences.
- Conduct in-person client interviews to gather usability feedback.
- Work with architects and developers to define specifications for workflows.

Sr. Design Strategist/Supervisor, Information Architect, UX Designer

Jul 2010 - Jul 2017 | Vanguard Malvern, PA

- Hire, coach, and mentor new designers.
- Develop wireframes.
- Employ usability research to develop UX focused designs.
- Find user-driven solutions attractive to both internal and external clients.
- Promote brand internationally.
- Support sales with cutting-edge designs.
- Visualize complex data graphics.
- Lead brand initiatives.
- Create engaging graphics on websites.

Graphic Designer

Feb 2004 - Jul 2010 | Vanguard Malvern, PA

EDUCATION


MBA Strategic Design

Jan 2014 | Philadelphia University PA

BFA in Graphic Design, Web Design

Jan 2002 | West Chester University, PA


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HOBBIES

- Running/Exercise
- Drawing
- Brewing beer
- DIY Projects
- Home remodeling
- Landscape Design
- Video Games
- Wave watching