

# Dana Cox

EXPERIENCE DESIGN LEADER

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## Background

Experience Design leader with agency and in-house experience across industries, including healthcare, finance and education. Proven ability to combine strategic thinking, creative concepting and design with a deep understanding of user experience, brand, interface design, motion graphics and technology to carry a vision from idea to execution. Excel at team building and motivating teams to deliver strong creative work on time and budget, that meets user and business needs. Creative excellence recognized at industry competitions, including Global Health Awards and MITX.

## Experience

JOHN HANCOCK  
2014-present

### EXPERIENCE DESIGN DIRECTOR/LEAD

Co-led a new XD team within John Hancock, including team building, and development of team offerings and processes. Focus on mentorship, product development, research, design thinking, facilitation and strategy. Worked to develop and advocate for a global design system that reduced costs and increased time to market. Designed and facilitated org wide design sessions around new product development, accessibility, and financial and risk initiatives.

INFLEXION  
2006-2014

### CREATIVE/UX DIRECTOR

Built and led award-winning creative teams in developing and executing compelling online and offline experiences. Managed and mentored a diverse group of visual designers, user experience architects, user researchers and marketing designers. Focus on branding initiatives, business-to-consumer, and business-to-business sites, software and supporting materials. Devised and executed digital brand strategies and site designs based on thoughtful user research and business needs. Strong client relationships and interactions from pitch through final product.

INFLEXION  
2004-2006

### ART DIRECTOR

Acted as creative lead for digital projects, including both UX and UI. Art directed photo and video shoots and audio sessions, including casting and story-board development. Worked closely with user experience architects on test planning and user research. Collaborated with product owners and technology staff to develop requirements, creative briefs, and usability test plans. Presented creative thinking and work directly to clients.

ILLUMINA  
INTERACTIVE  
2001-2004

**ART DIRECTOR**

Mentored visual designers in the creation of web initiatives including public websites, internal training sites, and banners. Responsible for all aspects of design and production on projects from design concepting through review and sign-off. Delivered projects within allotted times and on budget for clients such as Boeing, Coors, and Harvard University. Worked with photographers, instructional designers, illustrators and others to produce high-quality client work.

SHOW & TELL  
1998-2001

**SENIOR INTERACTIVE DESIGNER**

Visual designer in an agency environment. Worked with financial groups including Standard & Poor's, Ameritrade, and State Street Bank. Created custom branding, designed and coded websites and created associated promotional materials, and identity pieces. Responsible for developing visual solutions for a variety of communication goals through design and presentation for high-profile clients.

AQUA  
COMMUNICATIONS  
1996-1998

**INTERACTIVE DESIGNER**

Interactive designer in an agency environment. Designed and hand-coded client websites. Created logos and promotional and sales and marketing materials.

*Education*

UNIVERSITY of MICHIGAN MA ARCHITECTURE/DESIGN  
UNIVERSITY of MICHIGAN BA SOCIOLOGY

*Affiliations*

BOARD MEMBER MASSACHUSETTS CULTURAL COUNCIL  
MEMBER DESIGN MANAGEMENT INSTITUTE  
MEMBER MITX

References available upon request  
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