

Dan Rader

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Top Skills

Design Leadership Strategic Planning
Coaching & Mentoring Team Building
Design Operations Design Systems
Relationship Building UI/UX Design
User Research Front-End Design

Volunteering

AIGA DC Board of Directors DC Design Week Director

- Led a core team of 12 committee members to execute programming, marketing, and sponsorships/partnerships for DC Design Week 2016 and 2017.
- Established a new vision for DC Design Week that exceeded benchmarks for AIGA DC—surpassing our goals for awareness, participation, and ticket sales.

DC Funk Parade

- Led a pro bono effort in collaboration with the DC Funk Parade to build a mobile app that brought the collaborative music experience to the masses.

Education

Shenandoah Conservatory

Bachelor of Music
French Horn Performance
May 2009

Graduate-level coursework
French Horn Performance
2009–2011

CenterStage Internship 2011–2012

Wolf Trap Internship Summer 2011

Xplor

Sep 2020 – Present
Globally Located

VP of Product Design · May 2022 – Present

- Architect the global design organization across 8 brands and 5 countries, ensuring clear roles, responsibilities, and alignment within the team. Implement a transparent, engaging, and compelling team culture that drives personal accountability and strong alignment with Xplor's organizational and customer goals.
- Develop talent across all levels of the global design team. Responsible for hiring, firing, and promoting to build the best possible team.
- Shape the UX/design strategy across products and teams within Xplor, Fitness and Wellbeing. Collaborate with the VPs of Product and the Chief Product Officer to align teams' efforts towards achieving product vision and strategy.
- Elevate the understanding of design impact and value within the organization by aligning design to business outcomes and goals.
- Spearheaded the creation of the Apollo Enterprise Design System—driving consistency and efficiency across teams, brands, and products at Xplor. Evangelize adoption and continual contribution to the system and empower teams of designers and engineers to incorporate Apollo into their daily practice.

Head of Product Design · Feb 2020 - May 2022

Mariana Tek

Feb 2020 – Sep 2020
Washington, DC

Director of Design

- Directed the design and research team through a period of growth and acquisition by Xplor. Solidified a lasting culture of collaboration, empathy, and resilience.
- Standardized the process for delivering thoughtful, well-validated solutions. Partnered with Product and Engineering to accomplish our collective goals.
- Evangelized research as an integral part of a designer's daily practice and core role expectation. Drove user understanding through constant discovery, evaluation, and contact with customers.
- Transitioned the team into a remote workplace and established rituals like weekly design crits, team meetings, and social coffee chats to maintain our culture through the transition to remote work.

ISL A Wunderman Thompson Company

Jan 2017 – Feb 2020
Washington, DC

Associate Creative Director · Jan 2019 – Feb 2020

- Clients included Volkswagen, Obama Foundation, Capital One, International Rescue Committee, NHL, National Aquarium, Shell/Jiffy Lube, Accion, CTIA.
- Led creative for new business and pitched to prospective clients. Played a leading role in bringing in over \$3 million in revenue.
- Owned the end-to-end creative delivery of multiple concurrent projects. Maintained client and stakeholder relationships and led touchpoints like sprint reviews, executive summaries, and strategy share-outs, always finding opportunities to put design team members directly in front of clients. Facilitated workshops to identify project goals, brand positioning, and product roadmaps.
- Managed and mentored visual designers in the interactive practice. Responsible for hiring new talent, managing project staffing and workload, and conducting performance reviews. Served on the leadership team, responsible for shaping team culture.

Interactive Art Director · Feb 2018 – Jan 2019

Sr. Interactive Designer · Jan 2017 – Feb 2018

Deloitte Digital

Nov 2015 – Jan 2017
Washington, DC

Visual Designer

Delivered human-centered design for federal clients including NIH, Department of Education, IRS, and Customs and Border Protection. Served in a consultative fashion, working directly with clients to achieve their goals through strategic technology-based solutions. Worked in a highly collaborative environment alongside a team of engineers, product, and accounts.

Social Driver

Aug 2014 – Oct 2015
Washington, DC

Designer

Designed digital experiences for clients like Honda, SoundExchange, The World Bank.

Wolf Trap

Mar 2012 – Aug 2014
Vienna, VA

Graphic Designer

Designed print/digital advertising and marketing collateral for the only National Park for the Performing Arts.