

Daniel Ohlson

Experience Designer

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Career Objective

User Experience Designer seeking an opportunity to apply and continually improve my visual design, interaction, and system thinking skills to support greater adoption of user centered design.

Professional Profile:

For 6½ years I have built everything from massive software applications, to landing page template systems, and tools to augment my own efficiency. I prefer to optimize my time, so I spend less time shuffling around files and more time solving problems.

I am a Sketch expert with an extraordinary skill in building and maintaining a large amount of files from a centralized Sketch symbol library. A tool that serves as a visual representation of our pattern library code base.

Employment History:

Allstate (XDS 2.0 & MESH Design System)

Feb 2020—Current

Created a design system to serve all the transformative growth projects moving forward. As a team of one, with the support of visual design leadership, I built a complex design system with the goals of flexibility and context driven. Initial focus was strictly the shopping experience but has quickly scaled to enterprise wide. Day to day work includes defining micro interactions, interaction design work, walls of documentation about variations and usage rules. I also build and maintain a symbol library of components that match the developed MESH components to help ensure consistency across a wide platform of applications. I also use the library as a space to make the decisions relevant to particular components more clear and match the nomenclature the developing teams use.

Allstate (Endorsements Work)

Mar 2019—July 2019

With a new team I helped build a new system for the Allstate Agents to perform amendments to insurance policies with a tight timeline and hundreds of developers. We started with 4 rounds of research and ended with 135 user stories representative of 60 features across four products. The entire project was capped at six months total and technical requirements were finalized two months from delivery.

Allstate (Distribution Strategy and Program Development)

Aug 2017—Jan 2020

Balancing complex business requirements, tech limitations, and user needs along with a long list of known existing problems within an agile methodology is the strongest set of skills I have developed at Allstate. Sharpened by the tight deadlines and changing leadership priorities I have used my efficiency and skill to drive change for the better in the applications I am building for the Allstate agent force.

Alset LED

Mar 2017— Aug 2017

Supported the growth of a small growing subsidiary of NuWave by defining a maintainable set of digital assets including a website & tools used by the sales representatives out in the field. Also assisted in compiling the necessary resources to list its products on distribution companies such as Grainger.

Nuwave

Feb 2016— Aug 2017

Planned and designed sites and landing page designs. Improved usability and user experience with feedback from A/B split tests, user feedback, and mouse tracking software. Designed navigation, graphics and content using existing brand guidelines. Helped lead both NuWave and Alset iterate their prominent digital assets up to modern standards.

Freelance

June 2015—Jan 2016

This is where I learned my organisational and time keeping skills. I also developed my work ethic and passion to continually improve myself and my skills.

Formal Education:

Bachelor's of Fine Arts Visual Communication

Northern Illinois University in DeKalb Illinois

Associates of Arts & Science Graphic Design

Illinois Central College in East Peoria, Illinois