



Design and strategy for the public good

ddt@twoangstroms.com

<http://linkedin.com/in/danieldrewturner/>

Oakland, CA

SUMMARY

Nearly a decade of design, strategy, and management experience in agency, startup, academic, and civic tech. As a servant leader, I've organized international professional groups of thousands, and led teams through establishing trust based on building shared mission and understanding. Together we have shipped open, commercial, and internal products that have grown companies in revenue and impact. I've also taught design and advocated for design ethics.

I am looking to advance public good goals through co-design, collaboration, and systems thinking. I want to help cross-disciplinary teams learn how we can, together, design ethically to help real people solve real problems.

I also race bicycles, organize locally, support journalism, mentor, and tried to make a comics podcast once.

EXPERIENCE

Design and Product Lead, [Zerobase.io](http://zerobase.io) — Present

Zerobase.io is over 100 remote volunteers building a privacy-first, accessible, non-profit, and ethical contact tracing system for communities and health officials. Shipped web site and responsive web app.

- Collaborated with legal and medical experts to implement content strategy, transparency, and data ethics
- Managed agile design workflows and teams of remote volunteers
- Built user research and usability tests processes, reducing task failure from over 60% to (so far) zero
- Managed creation of design strategy and design system
- Built information architecture, wireframes, high-fidelity screens

Consulting — 2009-Present

Specializing in public good projects. Offering strategy, interaction design, user research, and related services to projects from civic hackathons to international corporations. Clients included Fluid, SuperBetter.com, Agentes Consulting, LaneHoney, Kidzter, and Business Talent Group (with Laura Klein).

Ethics channel moderator and Board Member of [Designerhangout.co](http://designerhangout.co), where I wrote and instituted a Code of Conduct that reduced harassment to nearly zero. Organizer at Design Gigs for Good SF and IxDASF, lecturer at MPICT and San Francisco State University Extension.

Published in Boxes and Arrows, the Pastry Box Project, UX Magazine, A List Apart, GEN for Medium, and others.

Product Designer and Strategist, [Potato Inc.](http://potatoinc.com), San Francisco CA — 2019

Potato is an international design agency serving major clients. Our agile team tackled the research and design of a top-priority internal tool for a Google team of almost 100 to manage a national-level, complex system. NDA.

- Delivered an MVP that reduced Google worker call load by up to one hour a day and reduced communication error conditions, increasing user productivity by 8-12% and reducing support calls by up to 240%
- Led service design and co-led information architecture efforts that led to a novel and effective model
- Co-led user research and co-design sessions, led usability testing and findings, reduced user failures 20%

Dan Turner

Design and strategy for the public good

- Interfaced with stakeholders and developers resulting in client buy-in for critical design decisions
- Created wireframes, high-fidelity prototypes, and user stories
- Presented findings and talks to client team, including department heads at Google
- Collaborated across teams to help write and design comprehensive handoff documentation for client

Lead Product Designer, Open Garden, Oakland CA — 2017-2018

Open Garden's mission was to enable distributed, democratized internet access, enabling any phone to become an access point or connect to one. The company grew to 30 people with international investors and reach after shipping products to Google Play and the App Store. Increases app downloads and user engagement by 5x.

- Led feature strategy and interaction design, showing a 500% increase in app downloads and a 350% increase in weekly user engagement, with primarily 4- and 5-star user reviews
- Led design strategy with founders and stakeholders
- Built collaborative and agile design process with development team, reducing technical costs and errors
- Built information architecture, wireframes, design system, high-fidelity assets
- Rebuilt the interaction and information architecture of a task critical to the company business model to see an almost 80% reduction in user abandonment of the task

Interaction Designer and Researcher, Xerox PARC, Palo Alto CA — 2014-2017

Working with Victoria Bellotti and a distributed team, we published research in motivation online (winning CHI awards) and built an open-source, reference platform for timebanks around the world, which are used by over a million people.

- Conducted qualitative research and analysis
- Second author on papers presented at CHI, one winning an Honorable Mention award
- Responsible for ideation on design strategy and product development leading to the product differentiator feature of Transit Share, which helps unlock previously unused volunteer capacity in neighborhoods
- Built information architecture, wireframes, and interactive prototypes
- Led usability testing, which helped reduce task failures by up to 100%, and presenting findings
- Led team in researching and mapping user stories and journeys

Product Designer, Clorox, Oakland CA — 2013-2014

As a contractor tasked with redesigning the Medical Facilities section of what is now [CloroxPro](#), I brought user-centered research and design thinking to revise the site so that users completed their tasks at about a 30% higher rate, with over 50% fewer abandonments. This led the company to ask me to tackle the [Clorox Touchpoint internal app](#), which helped increase sales while reducing sales call times.

- Quickly learned the concerns of infection preventionists and other health care professionals through user-centered research and co-design
- Prototyped and tested a new navigation feature based on user research and a faceted information architecture system, which reduced user abandonment on critical tasks by up to 45% and reduced completion time by 20%

Dan Turner

Design and strategy for the public good

- Built low- and high-fidelity prototypes for usability testing
- Worked with internal visual designers on the final look and feel

Helsinki Institute for Information Technology, Helsinki FI — 2011

As a visiting scholar, I joined a team working to build [Voting Advice Applications](#) for developing democracies in Africa.

- Led research on motivations and constraints on voting behavior, enabling the team to focus development paths
- Led research on technological constraints for populations, helping us develop the lowest-cost solution for users
- Moderated in-person and remote co-design sessions with populations, resulting in better empathy and more effective communication and content design
- Prototyped and tested low-fidelity options, enabling the team to align on building for WEP-enabled feature phones

EDUCATION

School of Information, University of California, Berkeley CA — MIMS, 2011

Naropa Institute, Boulder CO — MFA

MIT, Cambridge MA — BS

VOLUNTEERING

IxDASF, Open Oakland, Code for America accelerator

Hackathon design and mentoring: Meeting of the Minds, CITRIS, Open Oakland, NESCI

USA Cycling mentor

SOFTWARE

Sketch, Figma, InVision, Principle, Slack, Abstract, Airtable, Tableau, Zeplin, Adobe, Trello, JIRA, Notion

REFERENCES

Available on request