

**DAN STEELMAN**  
**SAN ANTONIO, TX**  
cell/text 210.284.7760  
dan@dansteelman.com



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design

**EXPERIENCE:**

**USAA 2016-18 (2 Years)**

**// Senior UI/UX Creative Project Manager for Deposits/Card**

During my time at USAA, I've worked closely with over 15 DEV teams and 5 designers to create brand standard quality software in an Agile environment. I facilitated and pushed each of our UI/UX projects through a multitude of processes: Discovery, wire framing, prototyping, content, usability (multiple forms), S&G, legal, accessibility, wcm and multiple design critiques throughout. As the projects progressed I always kept the DEV team informed through daily stand-ups and weekly demos. I balance my many projects and work streams using software like Asana and RTC to track their progress and assign tasks.

A sample of my projects include: Cover My Purchase, Counter to Premium, Stand Alone Order Card, LCR Storefront Re-design, Pre-select Banners Visa/AMEX, deposit@home Sunset Page, deposit@mobile How-to Series, deposit@mobile Multi-check and check overlay, Stop Check, Digital Close, Checking Recommendation Tool, Classic to Rewards MSR Portal to New Web and Official Check. My main goal when approaching each of these projects was to provide the best member experience possible.

**Team Express 2013-16 (3 Years)**

**// UI/UX Director**

At Team Express, I hired and managed a team of five designers. We built websites and created content for one of the largest distributors of sporting goods, athletic equipment, footwear and apparel on the internet (teamexpress.com, baseballexpress.com, softball.com, footballamerica.com). My latest project was the entire UI/UX design and content creation for customexpress.com, a dynamic custom apparel website.

**Clients I Supported at Team Express:**

Nike	Adidas	Rawlings	Majestic
Under Armour	Schutt	Alleson	Mizuno

## **Rooster Products International 2008-13 (5 Years)**

### **// Senior Product / Graphic Designer**

I designed products and packaging for the worlds leading manufacturer of work gear. I worked in all aspects of product concept, design, photography, production, web, packaging and marketing for a multitude of different brands. I worked closely with project managers, developers, graphic designers and senior VP's.

75% of my daily responsibilities was to create and maintain a twenty foot section of product and packaging for Lowe's USA in its 1,800 stores nationwide. Feel free to see my work in any store you enter!

### **Brands I Designed For at The Rooster Group:**

Lowe's	Sears	Wal-Mart	Menards
The Home Depot	Office Depot	IRWIN	Northern Tool

## **Reforestation Technologies International 2003-08 (5 Years)**

### **// Graphic Designer**

I created the company website, logo, product labels, information sheets, FAQ sheets, MSDS sheets, magazine ads, trade-show displays, Power Point presentations, and all other creative/design tasks that were required of me.

### **Clients Supported at RTI:**

John Deere	S&S Seeds	Tri-C	J.R. Simplot Company
Granite Seed	J.H. Biotech	IFA Nurseries	Agri-Growth International

## **SKILLS:**

With my many years in the design industry, I have honed my eye as an innovative designer and built my confidence as a strong leader.

I am able to apply effective design to a multitude of tasks, including but not limited to: UI/UX standards, wireframing, product design, photography, logo design, digital illustration, brochures, posters, advertisements, and packaging. I approach all these tasks with a solid understanding of layout, typography, and production.

I am highly proficient in Adobe Creative Cloud software like Photoshop, Illustrator, Dreamweaver and InDesign. I am also skilled in programs like Adobe Scene7 Publishing System, Scene7 Image Authoring, Asana, Sketch, Balsamiq, OmniGraffle, Viseo, Power Point, Excel and iMovie. Finally, I am quick to learn any new program that might be needed for the task at hand.

## **EDUCATION:**

### **// Bachelor of Fine Arts in Graphic Design**

#### **Minored in Photography**

Savannah College of Art and Design, 2002

Please visit [dansteelman.com](http://dansteelman.com) to view my portfolio. Even better, I have a physical portfolio that I would love to show you in person. Please contact me and we can setup a time to meet. Thanks a lot!