

Dana Cox

EXPERIENCE DESIGN LEADER

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Background

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

Experience

HUMANTIV

2024-present

FOUNDER

Led a human-centered design studio focused on creating customer experiences that are not only visually compelling but also strategically aligned with client goals, ensuring that every aspect of the work contributes to impactful business and user outcomes.

CIRCLE & SQUARE

2022-2024

CO-FOUNDER

Co-founded an experience design agency specializing in crafting exceptional experiences based on real human behavior driving business impact, with services including research & insights, experience strategy, experience design, service design, brand identity & design systems.

INSULET

2021-2022

SENIOR MANAGER

Managed and mentored a UX team supporting web and digital assets, with an emphasis on understanding and addressing user needs and optimizing the customer journey. Strong focus on the customer experience for Omnipod5, mapping and improving both the patient and provider experiences. Delivered video journeys that illustrated buyer and user journeys for the organization.

JOHN HANCOCK

2014-2021

UX DIRECTOR

Led a new UX group 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
2004-2014

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.

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

Interactive 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 produced 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.

Education

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

Affiliations

BOARD MEMBER MASSACHUSETTS CULTURAL COUNCIL
MEMBER DESIGN MANAGEMENT INSTITUTE
MEMBER CHIEF NETWORK

References available upon request
<https://www.linkedin.com/in/dana-cox-6534633>