

DANNY DAVIS

2232 South Brook Drive, Fleming Island, FL 32003 · 360.969.2279

Mediaman007@gmail.com · [linkedin.com/in/mediaman007](https://www.linkedin.com/in/mediaman007) · www.bigdandavis.com

PROFESSIONAL SUMMARY

Seasoned UX and design leader with over 20 years of experience shaping digital products, design systems, and high-performing teams. Expert in user experience design, service design, interaction design, and design operations. Passionate about elevating product quality, driving strategic alignment, and mentoring designers to deliver exceptional user-centered solutions across enterprise environments.

Known for blending creativity with strategic thinking to solve complex problems and foster innovation. Skilled at building collaborative environments that empower teams and stakeholders alike.

CORE EXPERTISE

Leadership & Strategy: UX Leadership, Mentorship, Design Systems, Governance, Design Ops, Cross Functional Collaboration

UX Craft: Interaction Design, Prototyping, Wireframes & Flows, Research & Testing, Journey Mapping

Tools: Figma, Sketch, Axure RP, Adobe Creative Suite, Miro, Optimal Workshop, MS 365, Confluence, Jira, ClickUp, Asana

PROFESSIONAL EXPERIENCE

MAY 2022 — PRESENT

VP | DESIGN & USER EXPERIENCE, CITI

- Design Lead / Creative Director for Markets & Transformation, guiding UX strategy across complex financial platforms.
- Lead the design, governance, and evolution of the FX Trading design system.
- Mentor and develop junior design staff, fostering growth, consistency, and design excellence.
- Partner with cross-functional leaders to align product vision, strategy, and execution.

AUGUST 2020 — MAY 2022

SR. USER EXPERIENCE DESIGNER II, CSX TECHNOLOGY

- Led all UX designers on the Digital Experience team, ensuring cohesive design direction across initiatives.
- Collaborated with leadership, business partners, and engineering to shape early-stage concepts and strategic design approaches.
- Drove innovation while balancing business needs, timelines, and technical constraints.
- Communicated complex interaction models to stakeholders at all levels.
- Mentored team members to strengthen skills and retain top talent.
- Managed workflow and delivery across the team, ensuring on-time, high-quality execution.

MAY 2017 — AUGUST 2020

SR. USER EXPERIENCE DESIGNER I, CSX TECHNOLOGY

- Produced wireframes, user flows, journey maps, and high-fidelity prototypes using design thinking methodologies in an agile environment.
- Contributed to user testing and research throughout ideation and implementation phases.

OCTOBER 2016 – FEBRUARY 2017

SR. DIGITAL DESIGNER, TONIC3, THE UX DIVISION OF W3

- Assigned to Citigroup Digital COE, creating digital marketing assets and user experiences for the credit card division.

AUGUST 2016 – OCTOBER 2016

SR. UX DESIGNER, FLORIDA BLUE

- Short-term contract with the Advanced Technologies Group focused on UI/UX design, rapid prototyping, and process improvement.

MAY 2014 – JULY 2016

SR. USER EXPERIENCE ARCHITECT, ACCENTURE

- Assigned to Citigroup Digital Design Studio in Jacksonville, FL.
- Evaluated opportunities to improve online customer experiences.
- Gathered requirements and delivered wireframes illustrating new functionality.
- Built prototypes for user testing and feasibility reviews with development teams.

APRIL 2012 – MAY 2014

SR. USER INTERFACE DESIGNER, INTERLINE BRANDS

- Supported both IT applications and e-commerce teams.
- Delivered style guides, wireframes, pixel-perfect mockups, prototypes, and persona profiles.
- Conducted rapid prototyping and front-end debugging.

NOVEMBER 2008 – APRIL 2012

SOLUTION VISUALIZER, TALEO

- Member of the Innovation Lab, designing and researching new UI/UX solutions for Taleo software.
- Created prototypes, websites, and interactive experiences.
- Managed team tools, processes, and design workflows.

OCTOBER 2002 – OCTOBER 2008

SR. MULTIMEDIA DEVELOPER, DELEX SYSTEMS, INC.

- Collaborated with instructional designers, developers, and SMEs to create online training and performance support systems.
- Produced 2D/3D graphics and animations for web-based training and simulation environments.

JANUARY 2000 – OCTOBER 2002

PRODUCTION MANAGER, MATHESON MEDIA CORP.

- Oversaw creative direction, front-end development, video editing, and project management.
- Developed client presentations and supported on-set production for national commercials.

OCTOBER 1998 – JANUARY 2000

JR. GRAPHIC ARTIST, DELEX SYSTEMS, INC.

- Coordinated the creation, modification, and delivery of graphics in support of two major US Navy Aviation Training organizations, the EA-6B Fleet Readiness Squadron (FRS), and Electronic Attack Weapons School (EAWS)

EDUCATION

JUNE 1998

ASSOCIATE IN GRAPHIC DESIGN & MULTIMEDIA, SHORELINE COMM. COLLEGE

ACTIVITIES

- Friend of Figma, Jacksonville FL Chapter Lead
- Professional Partnership with Gator User Design (GUD) @ University of Florida
- Competitive Axe Thrower