

DANIEL P. MECHER

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Applicant Overview

An energetic team leader with over 20 years of experience in design, UX and innovation.

PROFESSIONAL EXPERIENCE

Fifth Third Bank, Cincinnati, OH

2017-Present

Director of Multimedia Design, Head of Design Strategy, VP Design Catalyst, Customer Journey Manager

- Oversee the creation of multimedia content and visual storytelling designed to inform and excite customers, prospects, employees, executives and board members.
- Shape, inspire, evolve and protect how Fifth Third comes to life through design; ignite new thinking and drive emotional connections with our customers, our employees and the communities we serve.
- Developed experience principles and design language frameworks used to guide teams that are responsible for creating digital and physical bank interactions
- Collaborated with bank data centers and cross-functional thought leaders to discover strategic opportunities in new customer onboarding, debit card design, and other bank experiences.
- Facilitated design thinking workshops to accelerate ideation on how to better serve Preferred Bank customers and Mass Market customers.
- Provided creative direction for Fifth Third's participation in the 2019 and 2022 BLINK Festival—a city-wide light and art festival in Cincinnati, OH.

Garretson Resolution Group, Cincinnati, OH

2016-2017

CX Director, Sr. Product Manager

- Guided user and brand experience initiatives designed to facilitate mass tort claims processing, settlement administration and medical lien resolution; liaise between Commercial, Operations and IT business units to drive product solutions; manage a team of UX resources and business analysts that lead design and prototyping efforts for B2B and B2C web and mobile apps.
- Co-led product team tasked with creating a software platform capable of linking all Garretson Resolution Group services into a single portal solution,
- Consulted to improve physician scheduling software designed for NFL Concussion Settlement Class Members.
- Defined requirements, workflows and design approach for an automated system allowing plaintiff law firms to retrieve Medicare claims for their clients, along with automated guidance on whether each claim should be disputed.
- Led conceptualization and feature roadmapping for mobile app and auditing service designed to help collegiate athletic programs maintain compliance with NCAA standards for concussion prevention and intervention practices.

Hobsons, Cincinnati, OH

2013-2016

Product Manager

- Set priorities and oversaw development for web products within the education software market; served as liaison between business stakeholders and development teams; defined functional requirements, epics and user stories; assisted with design and development tasks as needed for high risk projects.
- Managed a portal web site serving MBA applicants and admissions experts. Developed and maintained relationships with corporate and non-profit partners in the GMAT prep space.
- Managed a lead generation tool allowing schools to purchase the contact information of GRE and TOEFL test takers. Provided data analysis that helped result in a 20% YOY increase in revenue in 2013.
- Coordinated efforts for R&D pilot testing; Acted as scrum master for the project team tasked with building prototypes; prepared implementation guides and other pilot prep materials; planned on-site visits to observe software usage; served as point of contact for pilot participants.

Hobsons, Cincinnati, OH**2010-2013***Senior Interaction Designer*

- Collaborated with universities, students, product managers, and business analysts to define and understand business problems; translated requirements into design solutions in the form of workflows, wireframes, prototypes, and visual concepts; led user research activities, interpreted and presented data collected, and recommended actions to be taken; defined user personas, scenarios and user stories to incorporate into product development; provided leadership, training and mentorship to other designers, interns and new team members.
- Led design for UI of a college matching tool on CollegeConfidential.com, a college readiness portal for high school students and parents.
- Led design for Hobsons' flagship CRM product Radius.
- Led design efforts for the "Student Pathway" interface, an interactive experience to guide student users toward best-fitting education tracks and desired career outcomes.

Toyota Motor Engineering & Manufacturing North America, Inc., Erlanger, KY**2007-2009***HRIS Web Designer/Developer*

- Initiated development of small-scale web applications as a solution to support Toyota Human Resources functions, including project tracking, survey administration, admin requests, and policy management
- On projects impacting all North American employees, served as a liaison between HR process owners and the IT department, preparing and presenting business cases, requirements documents, project timelines, etc.
- Managed online processes for annual contributions to United Way and Fine Arts Fund campaigns, and weekly reporting for each.
- Conducted a process investigation on HR project request submissions and documented process improvements.

Freelance Consultant**2001-Present**

- Managed technical development and design for marketing platforms, websites, and campaign management for Reinsurance Group of America, AmTrust Financial, Luxottica Retail, CNO Financial, Hillenbrand Industries, LPK and other U.S. clients.
- Consulted for Xavier University's innovation department to research concepts proposed by the institution and local entrepreneurs; led brainstorm activities using business model canvas.

EDUCATION

Xavier University - Cincinnati, OH

M.B.A.

2014**Northern Kentucky University - Highland Heights, KY**

B.A., Journalism. Minor, Marketing

2001

SKILLS

- Wooing and building excitement through presentation, storytelling, and service leadership.
- Carrying multimedia projects from end to end—from initial concepting, scripting, filming and recording, to animation, visual and audio production, to final rendering.
- Design thinking workshop planning and research facilitation
- Design and prototype for web and mobile using Adobe Suite, Figma, Sketch
- Advanced experience with html, responsive css, javascript, and various coding libraries
- Planned and managed projects using Jira, Trello, Stories On Board, Google Docs, Sharepoint
- Managed email campaigns using ExactTarget, ConstantContact, Mailchimp
- Proficient with data analysis using Google Analytics, SQL queries, Excel
- Substantial experience writing business cases, documenting business and technical requirements, and visualizing processes through flowcharts