

# DAN COTTING

Experience Designer | VR/AR Designer | Photographer

## EDUCATION

### VCU BRANDCENTER | 2015 - 2017

*M.S. Business | Branding & Experience Design*

### ACADEMY OF ART UNIVERSITY | 2014 - 2015

*M.F.A. Photography (partial)*

### BOSTON UNIVERSITY | 2003 - 2007

*B.S. Hospitality Administration | Magna Cum Laude*

## WORK

### DAN COTTING FREELANCE | 2011 - Present

*Freelance Designer and Consultant*

Contract work specializing in brand strategy, operations analysis, and creative execution. Services including UX; UI; IxD; wireframing and prototyping; systems development; operations analysis; staff training; brand identity development; graphic, visual, and web design; and photography.

*Clients include:* Shockoe.com LLC, A Large Fitness Company, Richmond Symphony, Newport News Shipbuilding, Claire's Cooking Lab, Author Kelly Eadon, Zynodoa, Public Fish and Oyster

### TEAM ONE | 2016

*Freelance Experience Designer*

Freelance experience design for Lexus and Team One internal. Tasks included: comprehensive design of documentation standards for UX/UI in virtual reality; assisted with the launch of the Team One user testing program; crafted design personas for Lexus.com and other sites in the Lexus Global Network; conceptualized for virtual reality experiences for the Lexus brand.

### DAN COTTING PHOTOGRAPHY | 2010 - Present

*Photographer*

Fine art and commercial photographer specializing in editorial, tableaux, constructed scenes, and alternative processes. Available for commissioned work.

## **THE COUNTRY VINTNER | 2010 - 2015**

*Wine Sales Consultant*

Represented a portfolio of over four-thousand SKUs. Grew territory sales from ~\$700k to ~\$1.1m over a five year period. Developed training and educational programs for clients, both B2B and B2C.

## **TAVOLA | 2009 - 2010**

*GM and Sommelier*

Opening GM and Sommelier for Tavola Restaurant. Developed comprehensive systems for operations, financials, branding, etc. Showed profitable net income within the first six months.

## **HILLSTONE RESTAURANT GROUP | 2006 - 2009**

*Operations and Beverage Manager*

Managed large-volume operations at locations in New York, LA, Dallas, Napa, Boston, and Bethesda. Gross revenue ranging from \$8m - \$13m annually. Managed teams of 40 - 70 people. Opening manager at new concept Café R&D, Dallas.

## **SKILLS**

UX DESIGN | UI DESIGN | IxD | INFO ARCHITECTURE | USER RESEARCH | USER STRATEGY | ITERATIVE PROTOTYPING | VR/AR CONCEPTING | 3D MODELING | STRATEGIC DOCUMENTATION | PROCESS DOCUMENTATION | PRESENTATION & PITCH WORK | VOICEOVER WORK

## **TOOLS**

SKETCH | INVISION | PRINCIPLE | UNITY | CINEMA 4D | VR H.U.D. (6-DOF & 3-DOF) | ADOBE CC | HTML/CSS/ JAVASCRIPT | POST-IT NOTES | PEN & PAPER

## **PASSIONS**

VIDEO GAMES | BASS GUITAR | ALT-PROCESS PHOTOGRAPHY | ANIMAL RESCUE | BEER BREWING | POLITICS PHILOSOPHY | THE NEW YORK JETS | OXFORD COMMAS