

Danny Breckenridge

Senior UX Designer

Over 20 years of experience at the intersection of design and technology. Expert in crafting digital solutions that prioritize user needs across various sectors including manufacturing, healthcare, supply chain, and defense. I'm known for innovative approaches to enterprise software design for global organizations and a deep passion for human-centered design.



[linkedin.com/in/danny-breckenridge](https://www.linkedin.com/in/danny-breckenridge)



www.dbreck.com

Work experience

Oct 2021 – present

User Experience Architect Manager

> Accenture

Lead the design of user experiences for Fortune 500 clients, integrating user research, interactive prototype creation, and information architecture.

Champion inclusive design and communication through internal seminars and community programs. Contribute to marketing and sales initiatives within Accenture.

Key projects examples:

GenAI for Tech and Software Corp

- Developed intuitive navigation and interactive prototypes,
- Enhanced stakeholder engagement through high-fidelity prototypes and collaborative design.

Finance & Insurance Corporation

- Led module design for a complex web application
- Conducted design thinking workshops
- Implemented user testing for continuous improvement.

Rail Logistics Company

- Architected a platform to revolutionize technology infrastructure
- Created detailed desktop mockups and data-informed design systems

Sep 2018 – Oct 2021

Senior Customer Experience Architect

JABIL

Led UX design and strategy for Jabil's Digital Workplace, focusing on enhancing connectivity and user experience across the organization.

Oversaw the complete redesign of Jabil's global ServiceNow platform, aligning it with modern user experience standards and organizational needs.

- Resulting work led to invitation to sit on the ServiceNow Experience Team (EX) Design Council.

Developed and implemented communication strategies for global initiatives, significantly enhancing employee engagement and collaboration within the digital workspace.

Contact me

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Education

1990 – 1995

University of West Florida

Bachelor of Arts / International Studies

Danny Breckenridge

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Work experience

Sep 2013 – Sep 2018

UX Architect / IT Manager



Jabil

Managed a global team of UX designers, focusing on user-centered software solutions and high-impact applications.

Key project examples:

- Jabil inControl™ (www.jabil.com/technologies/control-tower.html): A dynamic supply chain control tower platform.
- Exploration Wall at Jabil's Blue Sky Center (www.jabil.com/locations/jabil-blue-sky-center.html) in San Jose, CA.

As a liaison to Marketing & Sales Enablement, collaborated closely with SVP and Chief Marketing Officer Joanne Morretti (www.linkedin.com/in/joannemoretti), driving technical and creative strategies for significant organizational impact.

May 2012 – Sep 2013

Senior UX Designer



Netsmart Technologies

Focused on the design and development of user-centric mobile and web applications, involving a diverse array of products and UX methods.

Conducted user research through observations and interviews to understand client needs, leading to the creation of detailed wireframes, prototypes, and high-fidelity designs.

Defined requirements and crafted user stories to aid in developing comprehensive information architecture.

Played a key role in front-end coding using CSS, XHTML, jQuery, and other technologies.

Established an Engineering Style Guide to standardize design and delivery methodologies across all solutions.

Conducted thorough evaluations of software solutions, maintaining UX scorecards to ensure consistency and alignment in development endeavors.

Feb 2002 – May 2012

Creative Director, Netsmart University



ContinuedLearning (acquired by Netsmart Technologies in 2005)

Led the development and growth of a Learning Management System (LMS) from inception to its acquisition by Netsmart Technologies, overseeing both the design and technical aspects of the LMS's front-end.

Authored, designed, and produced a comprehensive catalog of multimedia training courses, enhancing the educational offerings of Netsmart University.

Created and implemented advertising and marketing strategies for the brand and products.

Directed a team of instructional designers, establishing a cohesive style guide and standards for all aspects of design and delivery.

Developed the front-end for Netsmart University Mobile, significantly advancing the brand's technological footprint.

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