Daniel Heller

digital designer & developer

PROFILE

Full-stack digital designer and developer who takes pride in data-driven, detail-oriented online projects, from websites to mobile apps to email campaigns. Excels in problem-solving, collaboration, communication, user research, and writing clean, thoughtful code.

SKILLS

Web design and development, Wordpress, HTML5, CSS, PHP, Javascript, MySQL, user experience (UX), user research, interface design, full stack, front end, back end, APIs, collaboration, copy editing and writing, analytics, maps, Adobe Creative Suite, AngularJS, animation, automation, databases, data visualization, documentation, eCommerce, email design, Git, information architecture, jQuery, NodeJS, Microsoft Office, mobile design, personalization, presentations, print design, ReactJS, responsive design, Salesforce, search engine optimization (SEO), Shopify, single sign-on (SSO), vector graphics, video editing, WooCommerce.

EXPERIENCE

SENIOR WEB DEVELOPER, USC ADVANCEMENT COMMUNICATIONS, 2020–PRESENT

Designed and developed advancement, professional development, and alumni websites. Primarily built web sites in Wordpress and email campaigns in Salesforce.

- Redesigned alumni website, modernizing the interface, solving numerous problems, adding features, and improving the performance of the site. Presentation
- Redesigned USC Fundraising Institute (professional development program) website, unifying it with other USC web properties and adding administrative and data reporting features that improved effectiveness and helped to scale up the program.
- Design and development for Giving to USC (online donation) website redesign, which received a silver award from CASE (advancement professional organization) in 2023.

SENIOR WEB DESIGNER/DEVELOPER, USC INFORMATION TECHNOLOGY SERVICES, 2013–2019

Designed and developed websites for university schools and projects, including a university news site (news.usc.edu) with approximately 3 million visits per year and a student portal site (my.usc.edu) with 12 million visits/year and 70k active users.

WEB DESIGNER/DEVELOPER, USC WEB SERVICES, 2000–2013

Redesigned the university homepage and numerous academic and program websites. Designed and developed school websites including USC Price School of Public Policy and USC Thornton School of Music.

FREELANCE DESIGNER AND WEB DEVELOPER, 2000–PRESENT

Designed web and digital projects for artists, musicians, and academic departments.

EDUCATION

University of Southern California, BA, Political Science and Gender Studies, 2000
Summa Cum Laude, 3.95 GPA

AWARDS AND PRESENTATIONS

USC Advancement Tommy Award, 2024, recognizing outstanding staff performance.

Council for Advancement Support and Education (CASE): 2023 National Silver Award (Giving to USC website); 2022 District Award (Advancement website redesign); 2021 National Circle of Excellence Silver Award (for scholarship giving website).

"Best of Conference," HighEdWeb West 2016. Co-presented with Kristina Batiste on the user research-focused design process for the USC portal.

Guest lecturer for UCLA Information Studies 279 ("Information Architecture"), 2015-2017

EXAMPLES

USC Alumni (alumni.usc.edu)
Built a new Wordpress theme to modernize the design while fixing bugs and improving performance and accessibility. Turned the site into a more flexible platform for art-directed pages (e.g. Centennial, Survey, Game Watch, Women's Conference) and drove a 16% year-over-year traffic improvement.

Fundraising Institute (fundraisinginstitute.usc.edu; access is restricted but I can demo)
Redesign supporting an array of custom features for a professional development and events program.

Giving to USC (giveto.usc.edu)
Redesigned and collaborated with a vendor to implement updates to an online giving website. Awarded a silver award by CASE in 2023.

Scholarships and Student Support (supportscholarships.usc.edu)
Redesigned and collaborated on content creation for a website about a fundraising initiative for student scholarships. Awarded a silver award by CASE in 2021.

American Historical Print Collectors Society (ahpcs.org)
Updated this Wordpress/WooCommerce site to support membership, art-directed articles, and the needs of people who collect historical prints.

MyUSC (my.usc.edu; access is restricted but I can demo)
Redesigned USC's student portal, transitioning away from a system with limited features to use a custom Wordpress theme, which I built and managed until late 2019. Improved the design, responsiveness, and performance, and led a user research initiative to identify needs and opportunities for improvement.

USC Directory (uscdirectory.usc.edu)
One of many utility sites I built while working for USC Information Technology Services. Worked with various back-end systems to bring design and functionality improvements.

USC Dramatic Arts (dramaticarts.usc.edu)
Designed and developed a Wordpress redesign in 2014. Our goal was to use visuals to highlight the vibrancy of students and on-stage productions at this top-tier theater school.