

Dan Revitte

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Portfolio site:
[DANREVITTE.COM/MORE](https://danrevitte.com/more)

Experience

Product Design Director, Growth

CNN.COM NOVEMBER 2022 TO PRESENT

- Head of new team of designers dedicated to converting users to engaged, lifelong clients.
- Using value prompts, smooth funnels, and smart analytics to build a growth platform increasing first-party data.
- Develop long-term roadmaps of future experiences for ongoing product development.
- Manage, recruit, and train staff. Inspire them to deliver their best work.

VP Product Design; Creative Director

FORBES.COM JANUARY 2018 TO NOVEMBER 2022

- Lead teams of designers to value user experience and news content while also creating solutions to move business forward.
- Drove product design improvements and data analytics to increase traffic to 140M uniques, the highest ever on Forbes.com.
- Direct executive design thinking and design ops in a large organization to ensure consistency and value across multiple platforms.
- Launched successful new products: subscription paywall, paid newsletters, design system, editable content templates, web3 games, NFT sales, and a custom CMS.

Adjunct Professor

NEW YORK UNIVERSITY SEPTEMBER 2011 TO PRESENT

- Teach course on web design and content for graduate students.
- Explain and explore new methods of digital story-telling using multimedia, user-generated content, analytics, data-visualization, and video.

User Experience & Product Design Director

MENSHEALTH.COM JANUARY 2010 TO AUGUST 2017

- Grew unique traffic 150% on MensHealth.com using SEO, social, and analytics strategy.
- Managed team of six ux designers, freelancers and an outside development firm.
- Designed content and architecture of iPhone and Android apps.

Managing Art Director

NEWSWEEK.COM JANUARY 2000 TO DECEMBER 2009

- Managed a staff of seven full-time designers and freelance employees.
- Collaborated with editors and reporters to create graphics and data visualizations.

Other Roles

- Digital design consultant for Vice Media and Hearst. Volunteer at ProjectFind.

Awards

- Winner of Webby Award for Business Site in 2020.
- Awards for art direction from Society for Publication Design and ASME in 2013 and 2014.
- Pulitzer Prize staff award for coverage of Columbine shootings in 2000.

Education

STANFORD UNIVERSITY, PALO ALTO

Professional Publishing Course

UNIVERSITY OF COLORADO, BOULDER

Bachelor of Science in Journalism

Skills

People: Recruitment, Mentoring, Feedback, Leadership, Executive Communication

Tech: HTML, CSS, Figma, Adobe CS, Google Analytics, Wordpress, Blockchain