

# Dan Revitte

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## Experience

### Product Design Director, Growth

**CNN.COM** NOVEMBER 2022 TO PRESENT

- Head of new team of designers dedicated to rebuilding news experiences for innovation and performance. My team converts visitors to engaged, lifelong clients.
- Using value props and smart analytics to build a growth platform increasing first-party data to fuel world-class journalism.
- Develop strategic roadmaps for engagement on editorial content like elections, breaking news, and video.
- Manage, recruit, and train staff. Inspire them to deliver their best work.

### Product Design Director; Creative Director

**FORBES.COM** JANUARY 2018 TO NOVEMBER 2022

- Lead teams of designers to value user experience and news content while also creating innovative 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 teams and platforms.
- Launched successful new products: subscription paywall, paid newsletters, design system, editable content templates, web3 games, 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:** Leadership, Recruitment, Mentoring, Feedback, Executive communication

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