

djl...

daniel j langendorf J writer. researcher. word sketcher.

PROFILE

I tell stories of people, places, and things . . .

Through original research, dot connecting, and sense-making . . .

To create compelling content and actionable strategies in today's noisy, information-drenched world.

I'm "in the streets" to "inform and educate."

EDUCATION

University of Texas at Dallas (MFA),
Arts & Technology Program

University of South Carolina (BA),
Mass Communications

EXPERTISE

writing & storytelling

research & ethnography

pattern recognition & analysis

concept ideation

creating actionable strategies

working with diverse teams and viewpoints

SPECIALTIES

Research

user research

"day in the life" studies

activity studies

needs assessments

RECENT RESEARCH | ACADEMIC PURSUITS

Via djl consulting, Robert Half & Assoc., others

"Irregular" Studying the use of readily available consumer technology to *monitor*, not just *detect*, irregular heart conditions such as atrial fibrillation and atrial flutter, allowing patients to better manage their heart health and improve quality of life.

"Info Lives" Following discovery of "Social Information Networks" (see Dallas Morning News study), study of how people *use* (not just *consume*) information in their daily lives and its impact. Working with local church and charitable group to understand info needs and improve participation.

"Therapy+" Studying the fractured relationship between patients, caregivers, and medical and healthcare professionals to better understand what products and services are needed to improve experiences and processes for all involved.

"Speech+" Working with patients with speech disorders (aphasia and apraxia) to improve communication using readily available consumer technology, reducing complexity and expense.

CAREER

GTL | Content Strategy

Role: Studied, analyzed department's content development to improve and make more successful bid-quoting process, which often included pursuit of multi-million-dollar jobs.

Success: Included writing new content and templates for department's quote-writers to use and build upon; eliminated multiple, conflicting, confusing voices and messages, duplicate and ineffective content; created consistent, flexible messages targeted to meet company's overall needs and client requirements.

RED PALM | Senior Content Developer, Strategist

Role: Planned, researched, wrote, managed search engine optimization (SEO) content for small-business clients in various markets and industries.

Success: Clients improved Google Page Rank, increase brand awareness of products and services, and increased revenue up to 25 percent. Original, intelligent content differentiated client from competitors and their SEO/content efforts.

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field research, shadowing
contextual inquiry
individual and group interviewing
heuristics
focus groups
user testing
use of audio and video
business process studies
case studies
competitive research, analysis
adjacent industry studies
secondary research
AEIOU

Analysis

frame-working
affinity diagraming
behavioral mapping
brainstorming
design workshops
task analysis
scenario development

Communication

Post-research, post-analysis reports and presentations to teams, project management, company leaders, clients
Presentation of information to media, community
strong individual & group communication skills
comfortable with chaos, complexity, ambiguity, serendipity

UNIVERSITY OF TEXAS AT DALLAS | Visiting Assistant Professor

Role: Conceived, developed, taught undergraduate and graduate classes in Arts & Technology (ATEC) and Emerging Media & Communications (EMAC) programs. Classes included:

- Business and the Digital Arts
- Introduction to Design
- Interactive Design
- Content Development and Strategy for New Media Platforms
- Survey of Arts & Technology

All classes included mix of ethnographic and “Investigative Design” research techniques, design thinking principles, analysis, and communications strategies.

Successes: Students joined world-renown game design firms (GearBox, Electronic Arts), Hollywood special-effects studios (Industrial Light & Magic), animation companies (DreamWorks, LucasFilm, Pixar) in Texas and California upon graduating. Students formed social media companies and/or began Ph.D. studies.

IGNITION, INC. | Director of Product Design Research

Role: Planned, implemented, directed, managed strategic design research programs for the conceptualization, development, manufacture, and introduction of products, services, experiences for variety of clients, including but not limited to:

- *The Dallas Morning News*
- Texas Instruments, RadioShack, Porter-Cable
- Fujitsu, Alcatel
- Fossil

Industries Included: media, consumer products, technology, telecommunications, B2B, fashion, education, medical, government.

Additional Responsibilities: creation and implementation of strategic marketing and business development materials, including printed and digital proposals, quotes, presentations, reports, internal/external newsletters; advertising, public relations, award campaigns.

Success Included:

- Print (*Quick*) and digital media strategies for *The Dallas Morning News*
- Increased Texas Instrument’s laptop division from \$500 million to \$1.5

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COMMUNITY

Knights of Columbus

Dallas Museum of Art (ArtBytes series)

St. Francis of Assisi Catholic Church

University of Dallas

Grapevine-Colleyville ISD

billion in 18 months

- Research and proof of concept for development of world's first data watch (Fossil-Microsoft, long before Apple Watch)
- Research, design, development of first home theater-in-a-box (TI-RadioShack)
- Research, strategy in Porter-Cable's sale to Black & Decker

THE DALLAS TIMES HERALD | Sr. Writer, Investigative Reporter

Role: beat reporter and investigative journalist covering collegiate and professional athletics, including:

- Southern Methodist University, schools of the Southwest, Big 8 conferences, National Collegiate Athletic Association (NCAA)
- Texas Rangers and Major League Baseball
- Dallas Cowboys and National Football League
- Dallas Mavericks and National Basketball Association
- Professional boxing; U.S. Olympic events

Additional Coverage Included: local, corporate business; law, legal communities; local, state, national politics; healthcare, medical professions; education; entertainment; culture; communities.

Success Included:

- Part of team that broke pay-for-play stories at SMU
- Broke own pay-for-play stories at SMU
- Broke "death penalty" stories for additional rules violations and subsequent cover-up at SMU
- Broke rules-violation stories at Texas A&M, TCU, University of Houston, Baylor, Oklahoma
- Covered World Series, Final Four NCAA basketball championships, NFL and NBA seasons and playoffs; world boxing title fights for "Marvelous" Marvin Hagler, Sugar Ray Leonard, Thomas "Hit Man" Hearns, Mike Tyson, others.