

## Daniel Coffeen, PhD

San Francisco, CA 94110

415.264.8838 • daniel@joyfulcomplexity.com

### EXPERIENCE

---

#### **JOYFUL COMPLEXITY**

*1998-present*

##### **Founder, Writer, Namer, Strategist**

Work closely with executive teams writing copy, naming, and developing brand and web strategy. Have written web copy, brochures, white papers, print ads, call center scripts, positioning statements, vision statements, site specifications, board presentations, CEO speeches, market research surveys. Clients include **Adobe, Milliken, J&J, Universal McCann, Organic, VideoEgg, Odopod, Catalina, Clorox, MoMA, Three Bridge WA, UCSF.**

- **Brand Strategy:** Worked closely with CEO and exec team at Organic to develop and write brand concept book for mass production. Developed new market position and messaging for Universal McCann. Developed future visioning book for Neoprosin.
- **Writing:** Wrote extensive site copy, including market positioning, for VideoEgg, Universal McCann, Three Bridge WA. Wrote messaging framework for launch of Adobe Acrobat X. Developed concept and sales materials for new products at Catalina Marketing.
- **Web Strategy:** Developed UI architecture and navigation for brochureware and applications for Universal McCann, Catalina, VideoEgg. Conducted UI audits and redesign for Enkata CRM software and Embarkons.com, a social network start up. Created web strategy for Cigna to accompany ad campaign. Designed architecture and content strategy for MoMA (NY) arts web site. Created architecture, content strategy, and content for UCSF Office of Telemedicine.
- **Naming:** Developed names for products and brands for breadth of international Fortune 500 companies including Microsoft, AT&T, Clorox, Johnson&Johnson.

#### **10PLUMS.COM**

*August 2008-present*

##### **Founder, Writer & Marketer**

Conceived idea, functionality, and business plan for web media application that allows mash up and sharing of different media types — a multimedia mixed tape.

- **Writing:** Wrote all site copy including name and tagline. Developed all persistent site content.
- **Business Strategy:** Developed and wrote business plan. Developed multiple revenue stream strategies.
- **UI Architecture and Site Specifications:** Designed wireframes. Wrote all site specifications. Developed iterative roll out scheme.

#### **ARTANDCULTURE.COM**

*August 2006-September 2008*

##### **Founder, Editorial Director**

Conceived functionality and business strategy for relaunch of interdisciplinary arts site with unique UI that facilitates discovery. Ran day to day operations for distributed design, engineering, and executive team.

- **Writing:** Wrote tagline, site copy, investor presentations. Wrote all wireframes and site specifications for complex web application, working closely with distributed team of engineers and designers.
- **Ideation:** Conceived functionality for complex user behavior, including discovery algorithm.

**STONE YAMASHITA PARTNERS**

*October 2003- February 2005*

**Writing Coach & Knowledge Sharing Officer**

Hired as in-house writing and critical thinking coach for culture change consultancy that works with CEO executive teams at Fortune 500 companies including HP, Gap Inc, Nike, and eBay.

- **Teaching:** Performed audit of everyone's writing. Developed strategies for each person.
- **Writing:** Created vast book of proprietary agency tactics including how best to use tactic, its history, its issues and successes. Created company's first intranet.

**CICERO GROUP (formerly Progrexion)**

*January 2001-2003; 2005-2007*

**Director of Writing & Strategy**

Led multiple branding and market research initiatives for diverse client base of brand and market research firm.

- **Writing:** Developed writing style guide for Applied Underwriters. Wrote and edited all company brochures. Wrote white papers on insurance best practices. Wrote extensive online learning section for DIRECTVDSL.
- **Brand Strategy:** Created brand concept, architecture, and tagline for workers' comp company, Applied Underwriters. Tripled company revenue in one year; company sold to Berkshire Hathaway. Developed brand positioning and style guide for CB Richard Ellis' Global Corporate Services.
- **Market Research:** Conducted discovery, competitive analysis, developed research strategy and wrote surveys for Centex Homes and Covad.
- **Print Advertising:** Created and wrote national print ad campaign (honored in *Communication Arts* Photography Annual 44).

**ANSWERTHINK CONSULTING**

*June 2000- March 2001*

**Director of User Experience**

In charge of all user experience and information architecture for San Francisco office of international web development company.

- **Business Development:** Created pitch, presented, and sold nearly \$1m of work.
- **UI Architecture:** Created site flow, site maps, wire frames, page maps, and functional specifications for clients, including: Catalina Marketing; an educational science site/CD ROM aimed at kids for Dow Chemical; an interactive web site developed around Levi's Re-Engineered Jeans; brochureware for Babcock & Brown.

**ARTANDCULTURE.COM**

*October 1998-JMay 2000*

**Managing Editor**

Oversaw production from seed idea to full implementation of multiple award-winning arts web site.

- **Distinctive Style Guide:** Developed style guide and wrote site copy. Created content strategy.
- **Editorial Management:** Hired and ran team of over 20 writers, on site and off.
- **Web Production:** Managed engineers. Oversaw integration of design, development, and content.

## EDUCATION

---

**UC BERKELEY**

1998

**PhD & MA**, Rhetoric. Concentrated on 19th-20th century philosophy and theories of language.

**UNIVERSITY OF PENNSYLVANIA**

1991

**BA**, History. Philadelphia, PA, 1991. Cum Laude. Honors.

## AWARDS & OTHER

---

- **Communication Arts Award for Info Design (2000). ID's Silver Medal for Interactive Design (2000). SXSW's Best Online Cultural Experience and Best of Show (2000). Communication Arts Photography Annual 44.**
- Published articles on art, film, and new media for magazines, art galleries, and museums, including Tate Museum in London. Most recently published article on eating Uni, raw sea urchin.
- Adjunct Professor at UC Berkeley & SF Art Institute.