

## RESUME

# DANIEL J. LANGENDORF

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I Tell Stories. Of People, Places, and Things.

## PROFILE

**Why "I Tell Stories?"** No matter what industry I'm working in, knowing how to get to information, understanding it, and turning it into compelling content via vibrant storytelling is essential and at the heart of what I do.

**Why "People, Places, and Things?"** Because stories are not just about people. They involve places, things, and so such more. All must be understood, as a whole, to successfully tell stories in an age of information noise.

**My Mission.** Is to deliver intelligent, engaging content through original research, sense-making, and storytelling to create compelling, successful products, services, strategies, and experiences.

## PROFESSIONAL EXPERIENCE

**I Tell Stories. Of People, Places, and Things** has been developed and refined over three distinctive careers that transcends every industry:

- **Investigative journalist and reporter** (*The Dallas Times Herald*)
- **Researcher, strategist in product design and development** (Ignition, Inc.)
- **Educator** (University of Texas at Dallas)

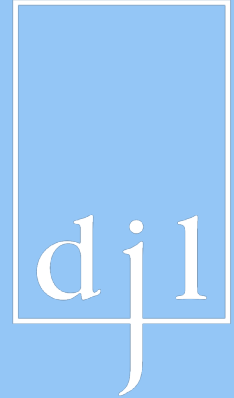
### RED PALM | Senior Content Developer, Strategist

**Role:** Plan, research, write, manage search engine optimization (SEO) content for small-business clients in various markets and industries.

**Success:** Clients improve Google Page Rank, increase brand awareness of products and services, and increase revenue up to 25 percent.

### UNIVERSITY OF TEXAS AT DALLAS | Visiting Assistant Professor

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



## CONTACT

817.480.5562

danieljlangendorf@gmail.com

danlangendorf.com

2817 wateridge ct.  
grapevine, texas 76051

## SOCIAL

LinkedIn: /in/dlangendorf

Twitter, Instagram:  
dlangendorf

Facebook: danlangendorf

## Education

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

University of South Carolina  
(BA), Mass Communications

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

Project-centric classes included mix of ethnographic and “Investigative Design” research techniques, design thinking principles, analysis and sense-making, and communications strategies.

**Success:** Students joined world-renown game design (GearBox, Electronic Arts), Hollywood special-effects (Industrial Light & Magic), and animation (DreamWorks, LucasFilm, Pixar) companies in Texas and California upon graduating. Students formed social media companies and/or began Ph.D. studies (including “Virtual Environments as Communication Technologies of Faith”).

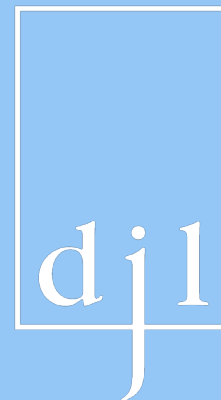
### IGNITION, INC. | Director of Product Design Research

**Role:** Planned, implemented, directed, managed strategic design research programs for the conceptualization, development, and manufacture of products, services, experiences, and programs 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, among others.

**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, media and award campaigns.



### EXPERTISE

writing & storytelling  
research & ethnography  
pattern recognition & analysis  
creating actionable strategies  
working with teams

### SPECIALTIES

#### Research

field observation, shadowing,  
contextual inquiry, secondary  
research, focus groups

photography, audio/video  
recording, production

#### Analysis

frame-working, affinity  
diagraming, behavioral  
mapping, brainstorming, word  
sketching, design workshops,  
heuristics, task analysis,  
scenario development

#### Communications

multiple source development,  
individual & small group  
interviewing, deadline writing,  
editing & art direction,  
blogging, multi-platform  
content development and  
strategy (print & digital)

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### Success Included:

- New printed (*Quick*) and digital media strategies, now realized, for *The Dallas Morning News*
- Increased Texas Instrument's laptop division from \$500 million to \$1.5 billion in 18 months
- Research and proof of concept for development of world's first data watch (Fossil, long before Apple Watch)
- Research, design, development of first home theater-in-a-box (TI and RadioShack)
- Research, strategy in Porter-Cable's sale to Black & Decker

### THE DALLAS TIMES HERALD | Sr. Writer, Investigative Reporter

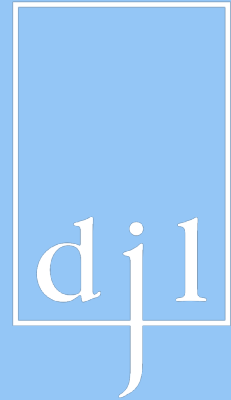
**Role:** beat reporter and investigative journalist covering collegiate and professional athletics, including:

- 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 and corporate business; legal; community, local, state, and national politics; healthcare and medical professions; education; entertainment; cultural industries.

### Success Included:

- Broke pay-for-play stories at SMU
- Broke "death penalty story" 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 playoffs, world title fights



## RECOGNITION

Design of the Decade, Leapfrog, electronic educational toy, from Industrial Designers Society of America (IDSA)

Numerous Texas and national writing awards from The Associated Press (for work at Dallas Times Herald)

## COMMUNITY INVOLVEMENT

Knights of Columbus

University of Dallas

St. Francis of Assisi Catholic Church

Grapevine-Colleyville ISD

Dallas Museum of Art