

RESUME

DANIEL J. LANGENDORF

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

PROFILE

Why "I Tell Stories?" Because stories are important. They're how we communicate. How we learn. They're easier to remember and retell. They entertain, inform, inspire, transform. Most of all: Stories are power.

Why "People, Places, and Things?" Because stories are not just about people. They involve places, things, activities, details, complexities, nuances . . . and all must be understood, as a whole, to successfully tell one's story.

My Mission. Is to tell stories through original research, sense-making, and writing/storytelling to *create compelling, accurate content and produce unexpected and engaging products, strategies, and experiences.*

PROFESSIONAL EXPERIENCE

I Tell Stories. Of People, Places, and Things has been developed and refined over three distinct careers that transcend industry:

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

RED PALM | Senior Content Developer, Strategist

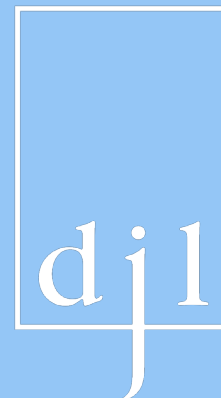
Role: Plan, research, write, manage search engine optimization (SEO) content for small-business clients in various markets and industries.

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:

- Business and the Digital Arts



CONTACT

817.480.5562

danieljlangendorf@gmail.com

2817 wateridge ct.

grapevine, texas 76051

INTERACTIVE

Go to: danlangendorf.com

SOCIAL

LinkedIn: [/in/dlangendorf](https://www.linkedin.com/in/dlangendorf)

Twitter, Instagram:
[dlangendorf](https://www.instagram.com/dlangendorf)

Facebook: [danlangendorf](https://www.facebook.com/danlangendorf)

Education

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

University of South Carolina
(BA), Mass Communications

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DANIEL J. LANGENDORF

- 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, manufacture, and introduction of products, services, program, and experiences for variety of clients, including but not limited to:

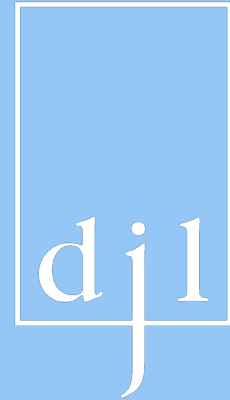
- *The Dallas Morning News*
- Texas Instruments, RadioShack, Porter-Cable
- Fujitsu, Alcatel
- Fossil

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

Success Included:

- Print and digital media strategies for *The Dallas Morning News*



EXPERTISE

writing & storytelling
research & ethnography
pattern recognition & analysis
concept ideation
creating actionable strategies
concept testing & launch plans
working with diverse teams

SPECIALTIES

Research

b2c, b2b
consumer market
user research
competitive analysis
cultural, trends
technology & future forecasting
age group
secondary research
field observation, shadowing, contextual inquiry
focus groups

Analysis

frame-working
affinity diagraming
behavioral mapping

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DANIEL J. LANGENDORF

- 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

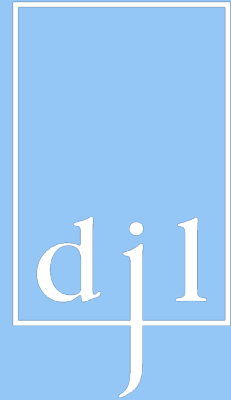
Role: beat reporter and investigative journalist covering collegiate and professional athletics, including:

- 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



brainstorming

design workshops

heuristics

task analysis

scenario development

business case studies

Communication

ambassador, evangelist to public

strong individual & group communications

work well with diverse points of view & opinions

ask questions & listen well

comfortable with chaos, complexity, ambiguity, serendipity

COMMUNITY

Knights of Columbus

University of Dallas

St. Francis of Assisi Catholic Church

Grapevine-Colleyville ISD

Dallas Museum of Art