danGaidula⟹{p:2674814710,e:dan@gaidula.com}

Award-winning designer, software engineer, & educator with 20+ years of experience creating elegant, intuitive, and delightful user experiences. Skilled at helping teams brainstorm, validating ideas both internally and with users, and writing code that brings ideas to life. Appreciated for ability to ensure design fidelity and technological feasibility of projects by bridging deep understanding of interaction design with creativity and robust engineering skills.

User Experience Design & Development

Led design and development of RISD's Dynamic Mapping project published in design books and journals as an innovative experience of co-authorship between designer, users, and its own rules of play.

Creative Operations

Designed and built numerous automated AppleScript, bash, JavaScript, and NodeJS workflows, scripts, and templates saving thousands of hours of design & production labor.

Creative Direction & Management

Built and managed collaborative, nurturing, performance focused design and production teams spanning multiple cities producing award-winning leaders, collateral, and interactive experiences and products.

d13a⟹{designer:3n91n332,engineer:d3519n32,3duc4702:[3n91n332,d3519n32]}
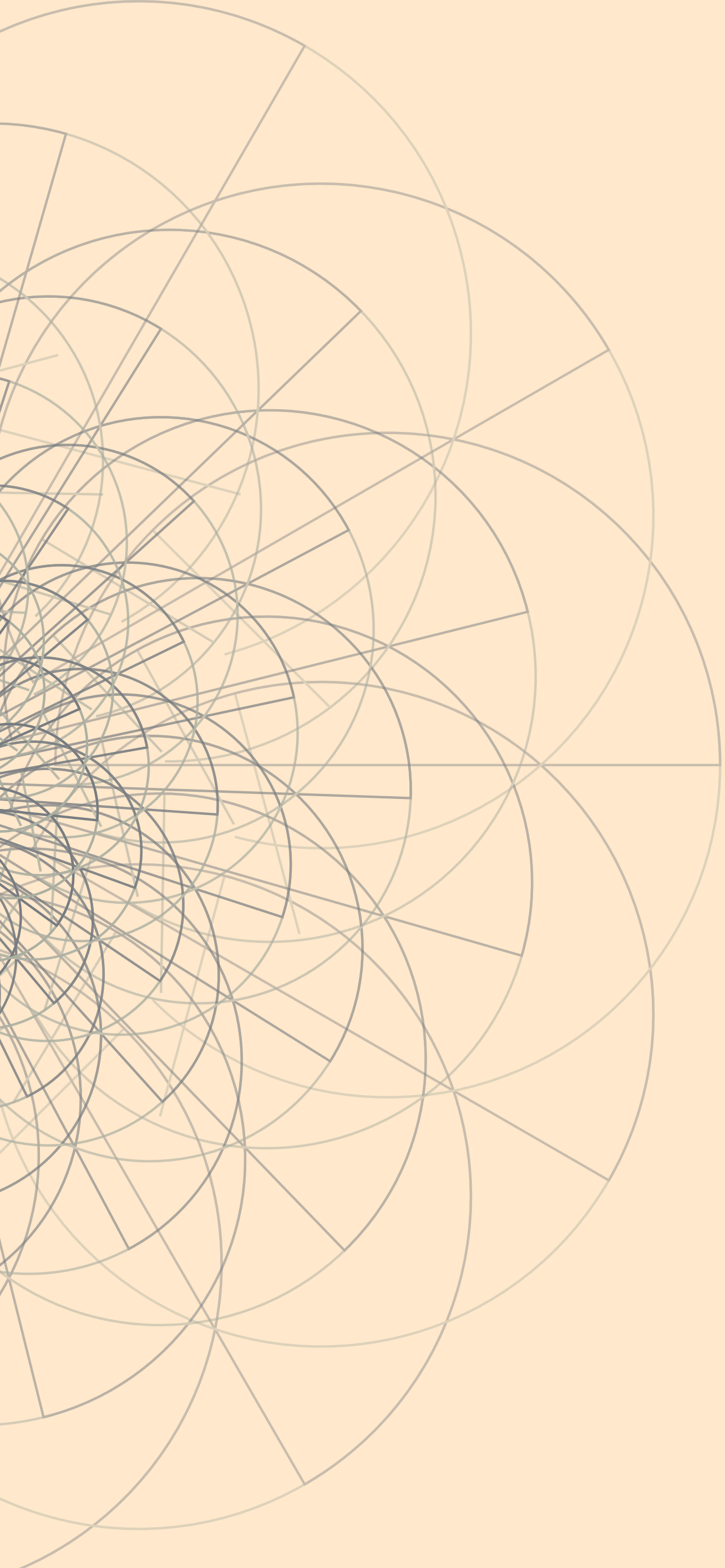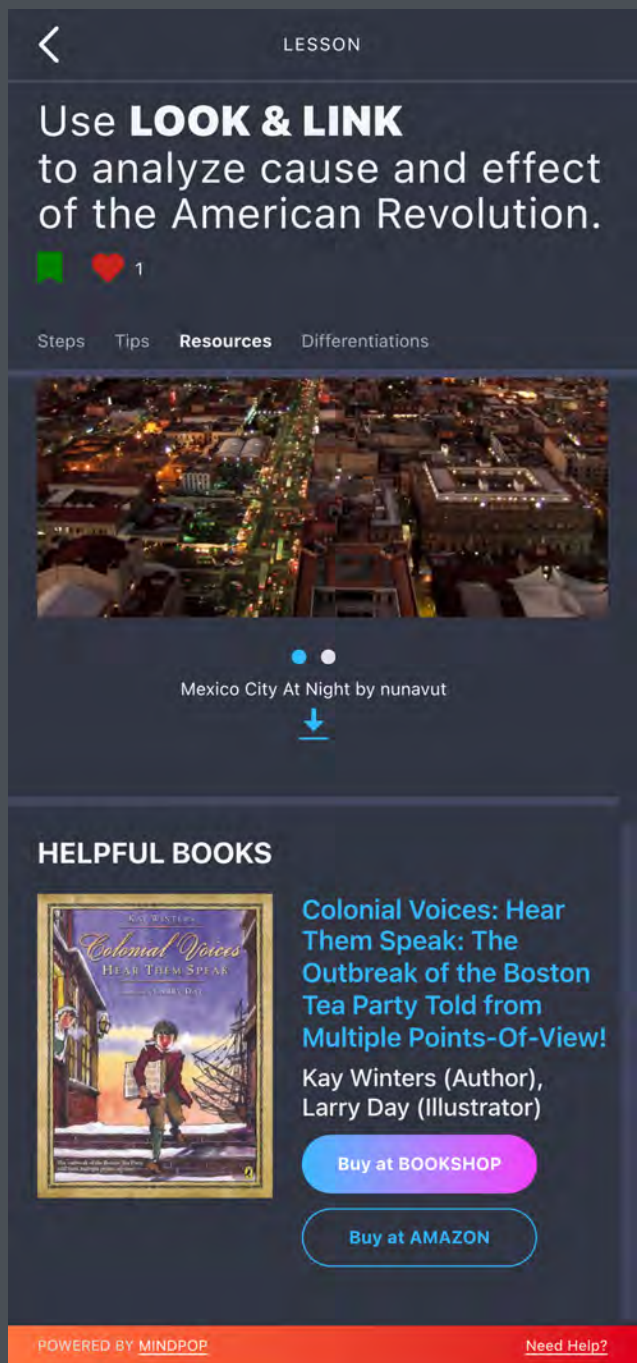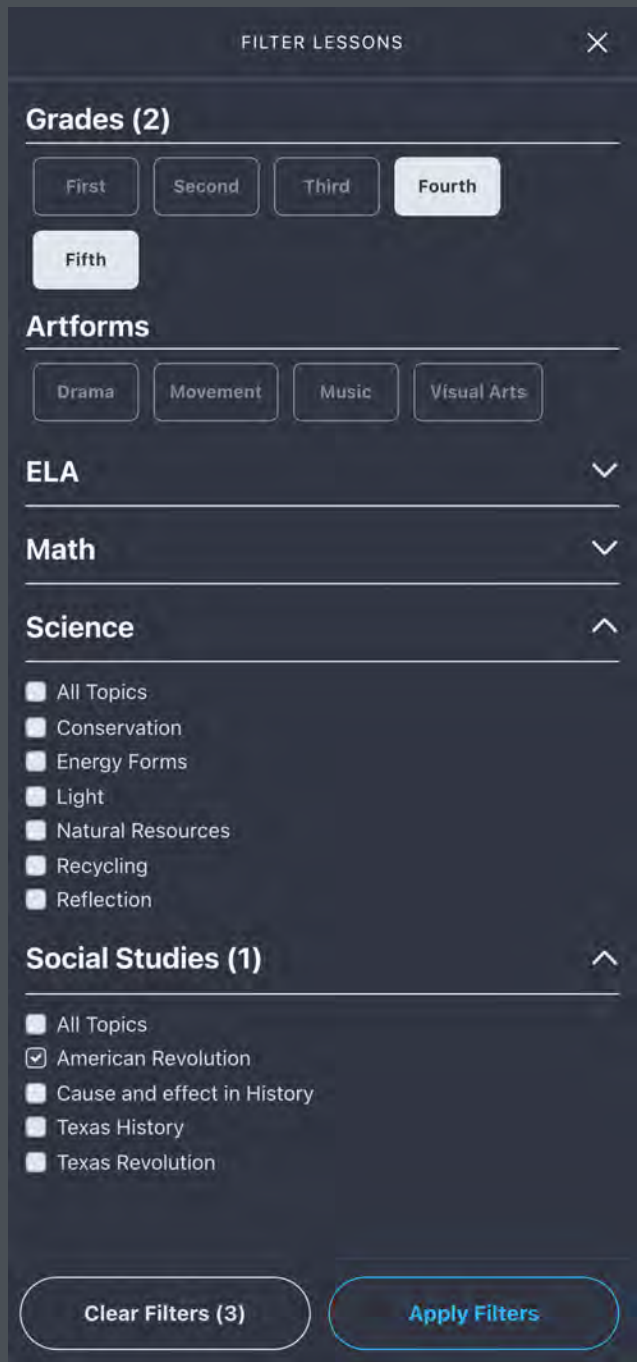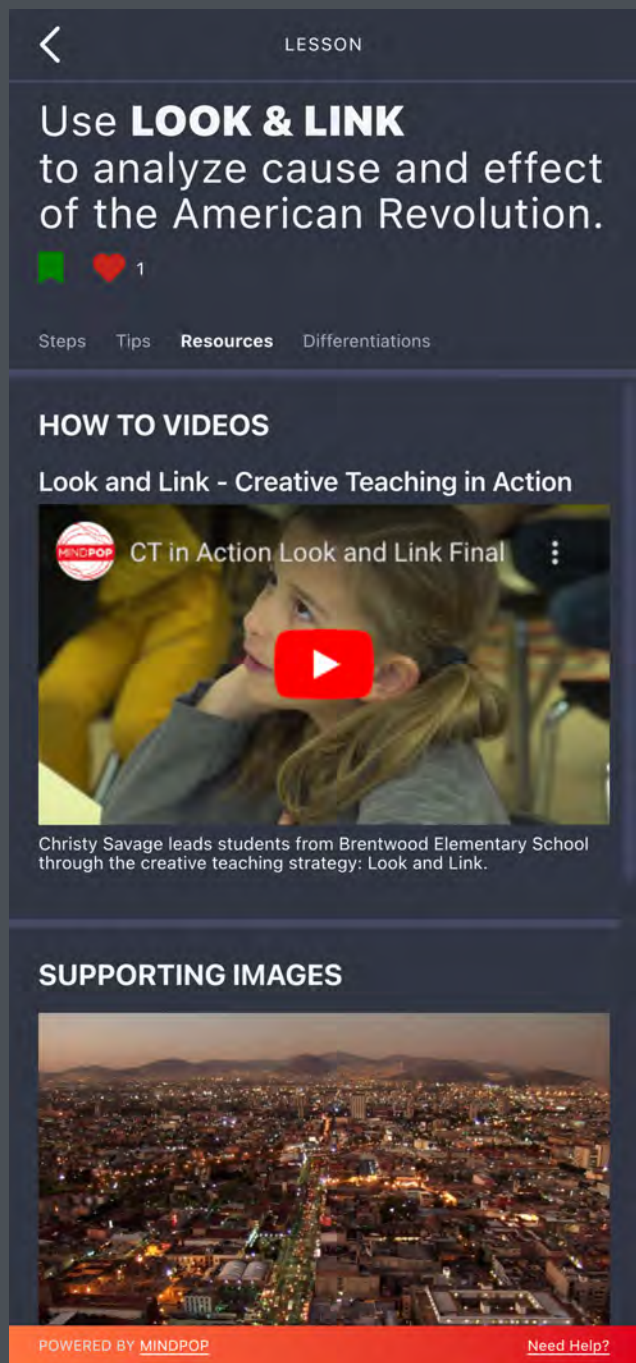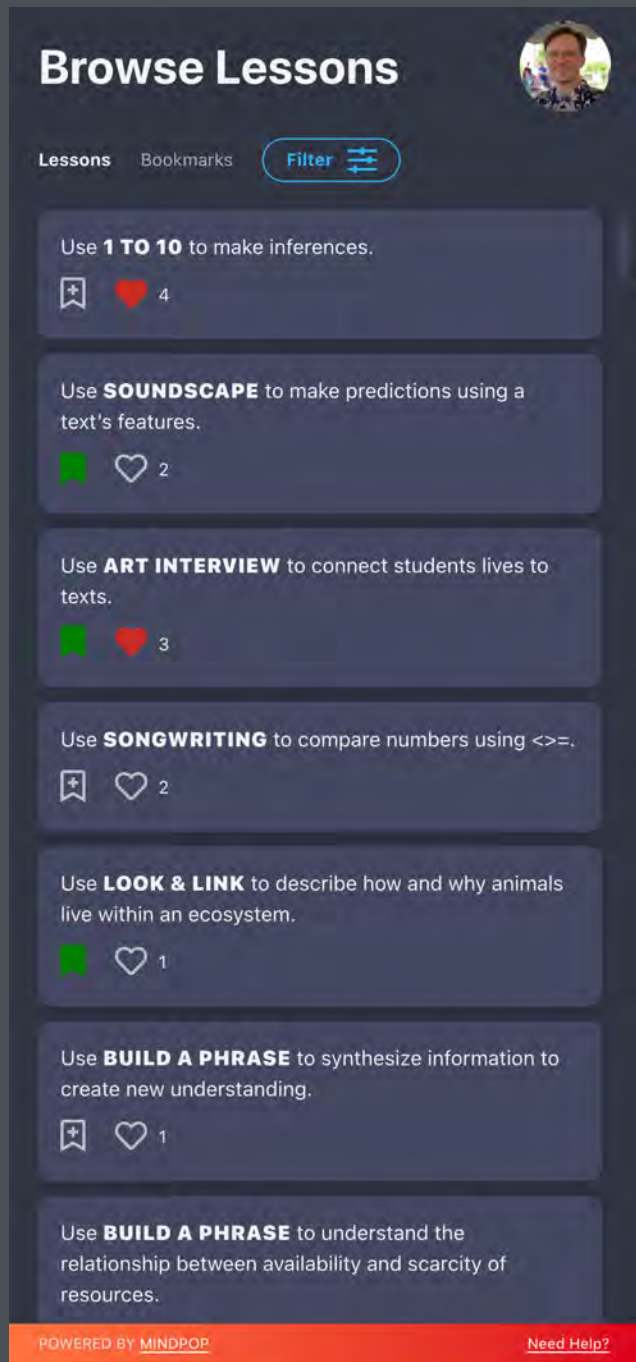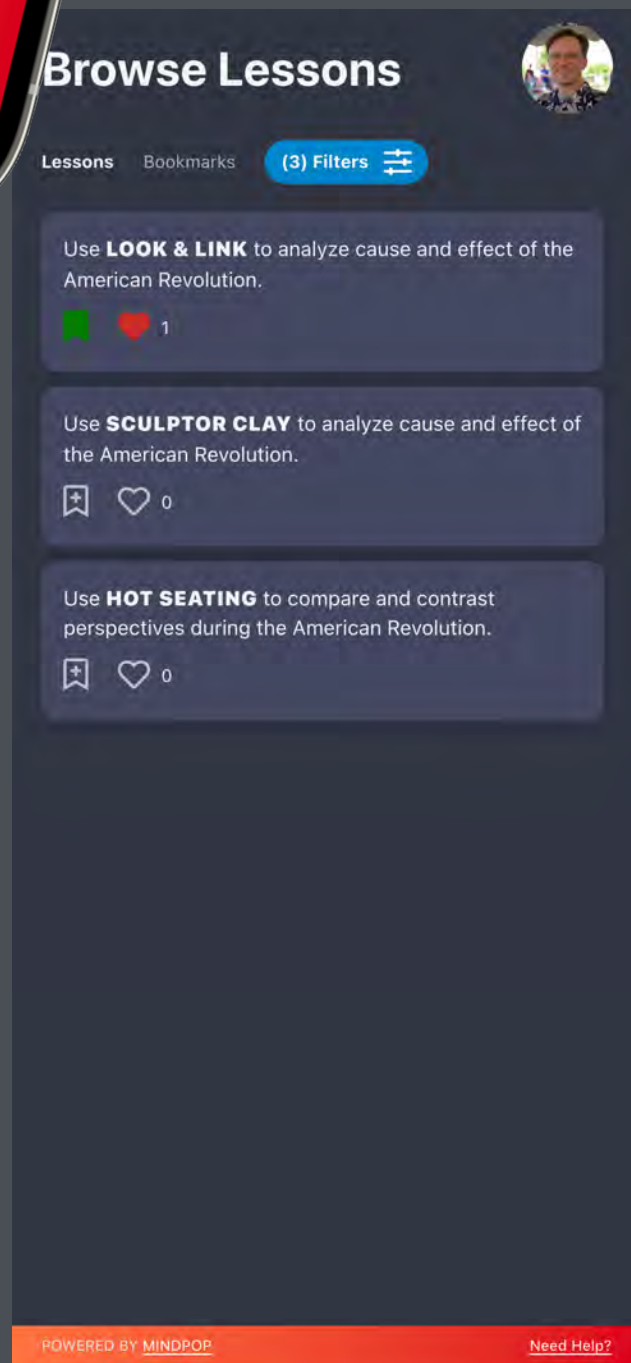
Creative Learning
Progressive Web App (PWA)

MINDPOP (MP) is a non-profit that designs and implements creative learning systems nationwide. They are a key partner of Austin's Creative Learning Initiative (CLI) where students receive increased access and experiences to arts learning in music, visual arts, dance, and drama through their schools and community arts organizations.

Project Brief MP sought to develop a PWA to increase access to their research-driven CLI lesson plans, support media (video, images, books, documents), and differentiations (accommodations & learning-style variations).

Execution UX/UI designed with Adobe XD and in-browser dev tools via CSS. Headless WordPress with custom plug-in used to provide management of assets, user admin, and GraphQL API. Front-end built using HTML5/CSS, ReactJS, & JSX components consuming GraphQL with Apollo, and Workbox for app caching.

Results Live filtering of 120+ lesson plans has been a game changer in helping the CLI ambassadors to quickly get support media and lesson updates while in class. Bookmarking helps with future class plans while favorites allow all users to see in real-time which plans are getting the most traction.

Roles UX/UI designer & full-stack engineering

Tech HTML5, CSS, ReactJS, JavaScript, GraphQL, PHP, WordPress CMS (HEADLESS)

launch creative learning app

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App screens

Creative Teaching Works
Theme 0.9.9-RC9 API 1.4.0
Build 1205 12.16.2022

Hi!
Are you ready to inspire young minds today?

Email Address
Password
Log In
Need an account? Sign Up
Forgot your password? Reset It
POWERED BY MINDPOP   Need Help?

Browse Lessons
Lessons Bookmarks Filter

Use **1 TO 10** to make inferences. 4
Use **SOUNDSCAPE** to make predictions using a text's features. 2
Use **ART INTERVIEW** to connect students lives to texts. 3
Use **SONGWRITING** to compare numbers using <>=. 2
Use **LOOK & LINK** to describe how and why animals live within an ecosystem. 1
Use **BUILD A PHRASE** to synthesize information to create new understanding. 1
Use **BUILD A PHRASE** to understand the relationship between availability and scarcity of resources.
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FILTER LESSONS

Grades (2)
First Second Third Fourth
Fifth

Artforms
Drama Movement Music Visual Arts

ELA
Math
Science
☐ All Topics
☐ Conservation
☐ Energy Forms
☐ Light
☐ Natural Resources
☐ Recycling
☐ Reflection

Social Studies (1)
☐ All Topics
☑ American Revolution
☐ Cause and effect in History
☐ Texas History
☐ Texas Revolution

Clear Filters (3)   Apply Filters

Browse Lessons
Lessons Bookmarks (3) Filters

Use **LOOK & LINK** to analyze cause and effect of the American Revolution. 1
Use **SCULPTOR CLAY** to analyze cause and effect of the American Revolution. 0
Use **HOT SEATING** to compare and contrast perspectives during the American Revolution. 0
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LESSON
Use **LOOK & LINK** to analyze cause and effect of the American Revolution. 1
Steps Tips Resources Differentiations

STEP 1
Select two or more images that relate to the causes and effects of revolutionary historical events. The images could be realistic or abstract, concrete or figurative. The images could relate to each other, but they do not have to.

STEP 2
Show each image individually and lead an "Art Talk" with each by asking open-ended questions that generate multiple perspectives and require students to explain their thinking.

STEP 3
Lead a discussion about what could have happened between the two images, or what connections could exist between the two images. As an option, the class could also consider what could have happened before and after the images.

STEP 4
Ask students to sketch a representation of what could link the two images.

STEP 5
Display the sketches between the two images, and reflect as a class. (e.g. What links between the images do you see represented in these sketches? What might you title this image / sketch; why?)
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LESSON
Use **LOOK & LINK** to analyze cause and effect of the American Revolution. 1
Steps Tips Resources Differentiations

HOW TO VIDEOS
Look and Link - Creative Teaching in Action
CT in Action Look and Link Final
Christy Savage leads students from Brentwood Elementary School through the creative teaching strategy: Look and Link.

SUPPORTING IMAGES
POWERED BY MINDPOP   Need Help?

LESSON
Use **LOOK & LINK** to analyze cause and effect of the American Revolution. 1
Steps Tips Resources Differentiations

Mexico City At Night by nunavut

HELPFUL BOOKS
Colonial Voices: Hear Them Speak: The Outbreak of the Boston Tea Party Told from Multiple Points-Of-View!
Kay Winters (Author), Larry Day (Illustrator)
Buy at BOOKSHOP
Buy at AMAZON
POWERED BY MINDPOP   Need Help?

Desperately See(k]ing Systems
Graphic Design MFA thesis

Survey of design systems in sixteen posters and an analog computing magnetic tile game that explores learning & perception with memory and pattern matching functions.

Principles of the course, *Concrete Books*, as taught by Thomas Ockerse at Rhode Island School of Design were employed in the game's development and creation.

The game is concrete in that its forms and modes of play are derived from the findings of this study and form a parallel 'text' comprised of the dialog between its constituent parts, rules, modes of play and those that interact with it.

Part of the *permanent collection* of the Fleet Library, Rhode Island School of Design.

Execution Two years of making, reading, research, study, teaching, writing, and reflection.

Construction Sixteen 19 x 19″ dye-sub printed posters on Cougar smooth 100 lb cover. Concrete game is made of eight furniture-grade laminated wood blocks with counter-sunk magnets, 256 hand-cut double-sided laminated magnetic tiles, painted metal backing board, and laser-cut transparent acrylic top. Custom-fit archival case, and CD-ROM.

Roles graphic design, carpentry, computer programming, illustration, product design, production, research, and writing

Download abstract and document

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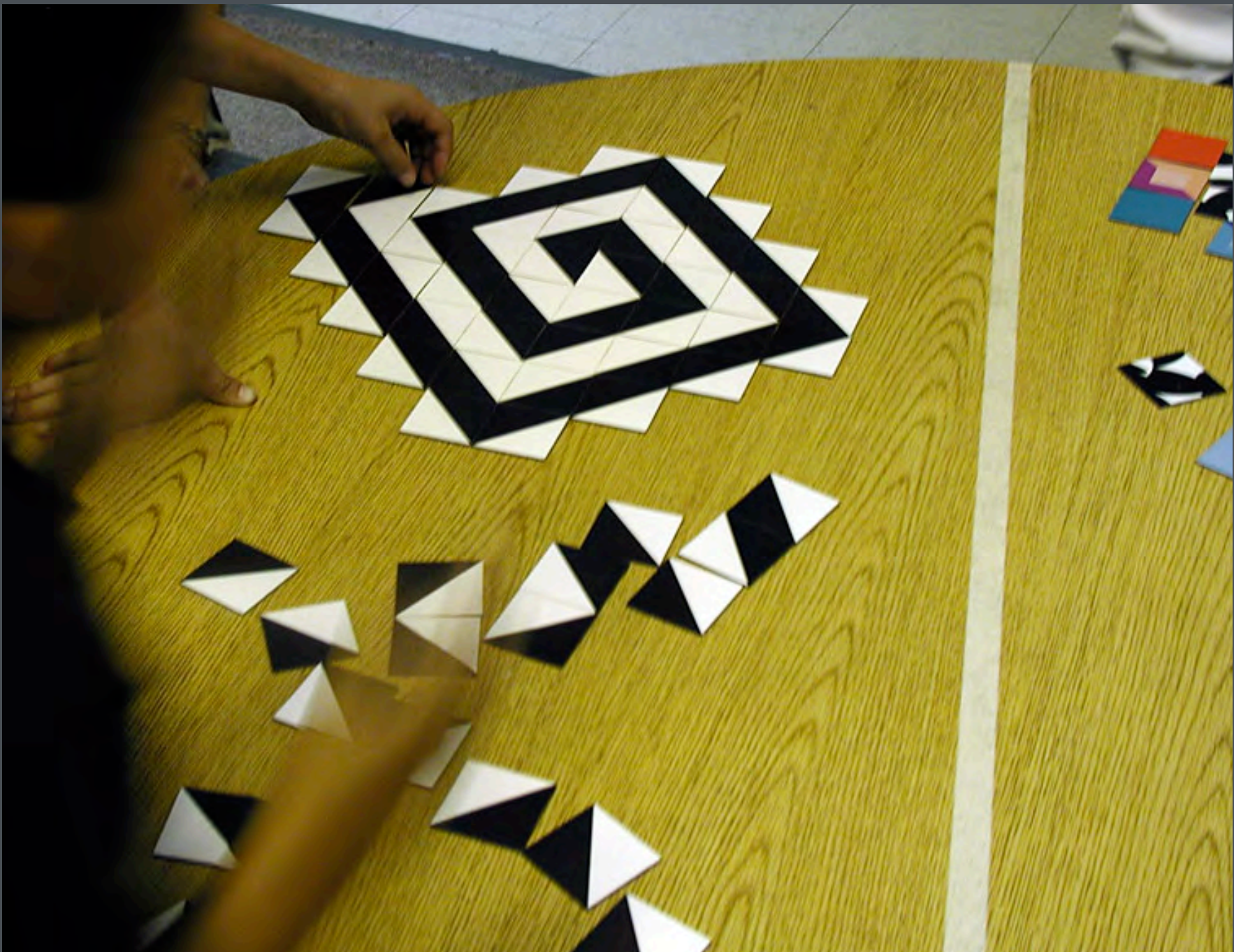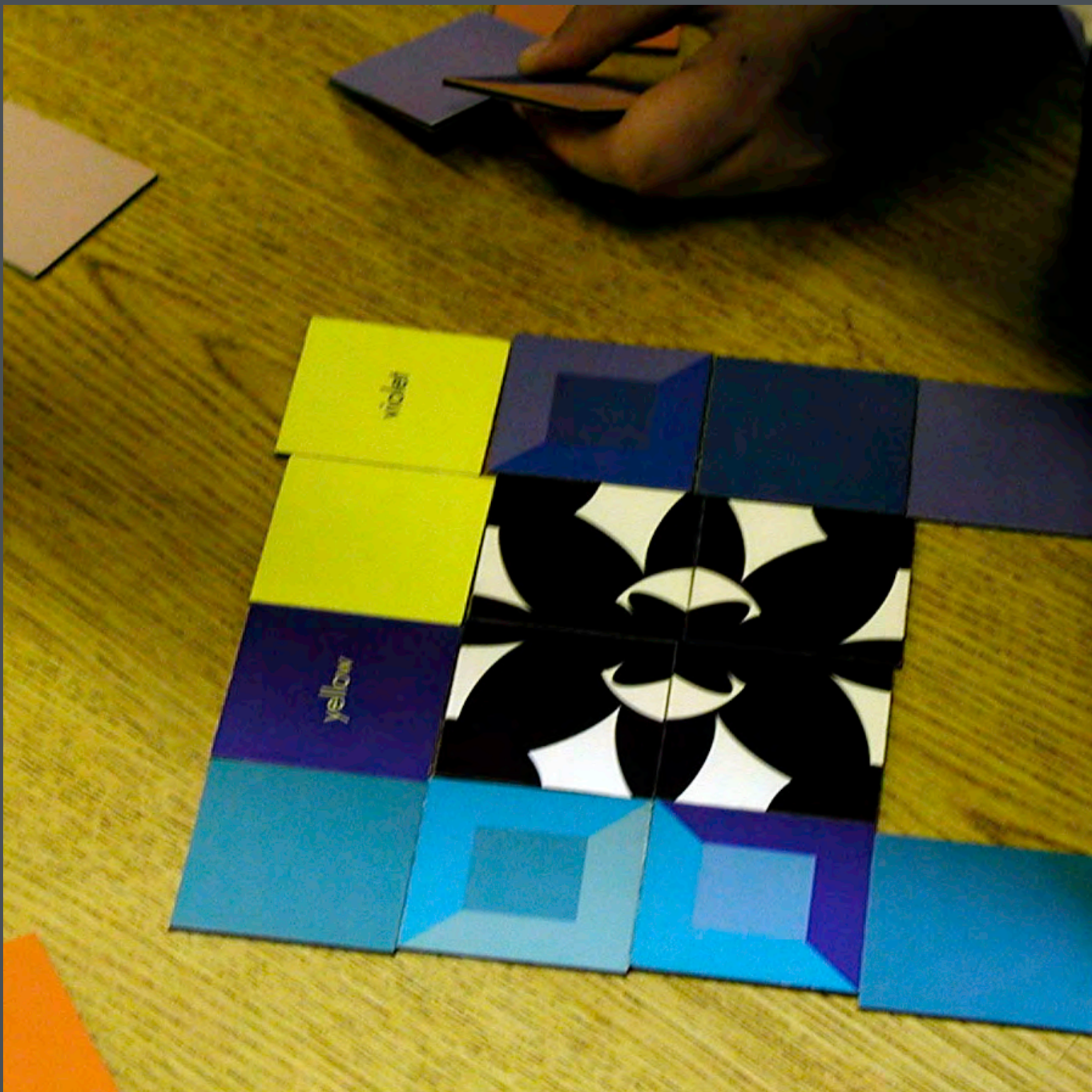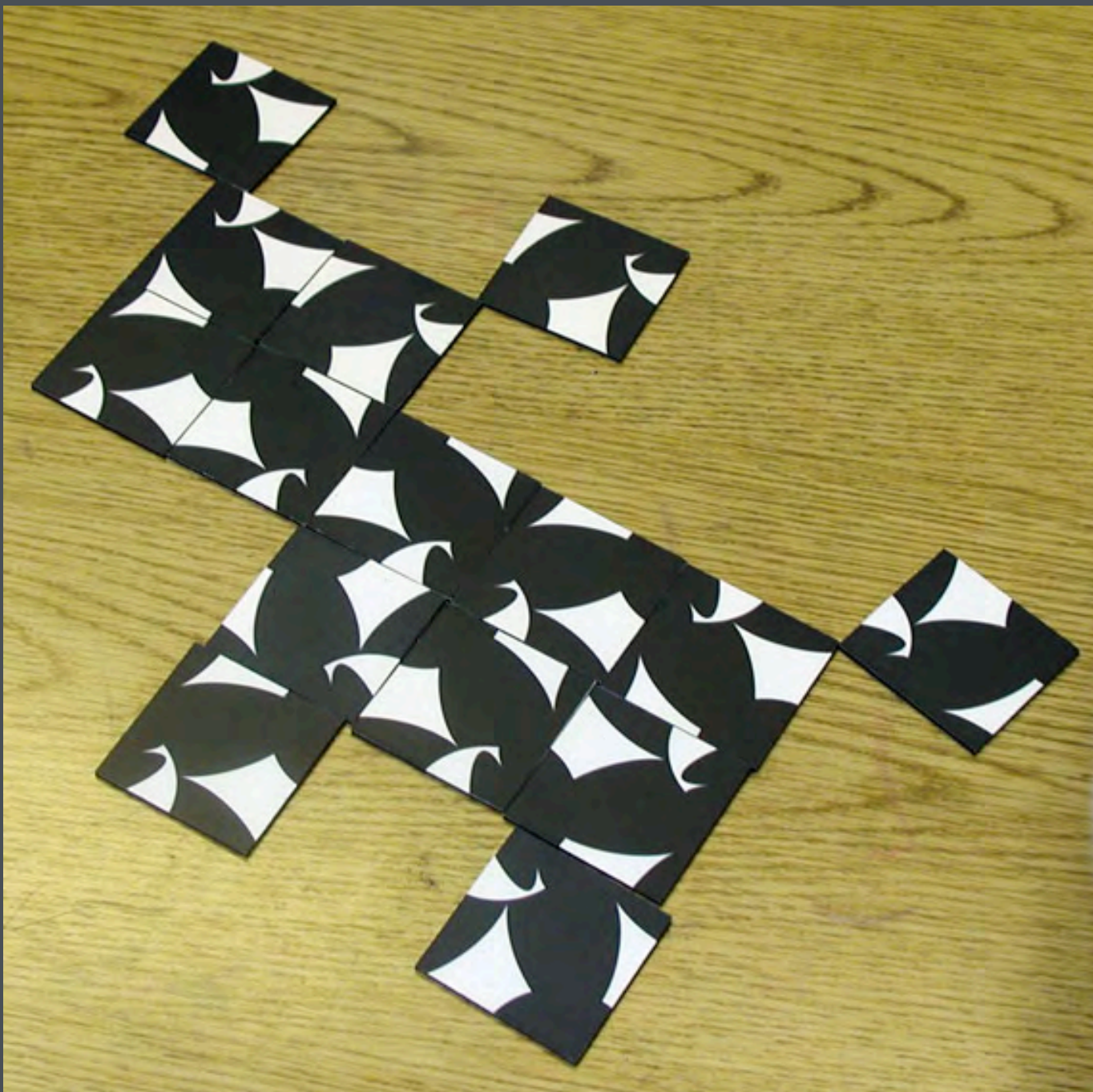
from left: franchise homepage, student homepage, franchise homepage on mobile, student homepage on mobile
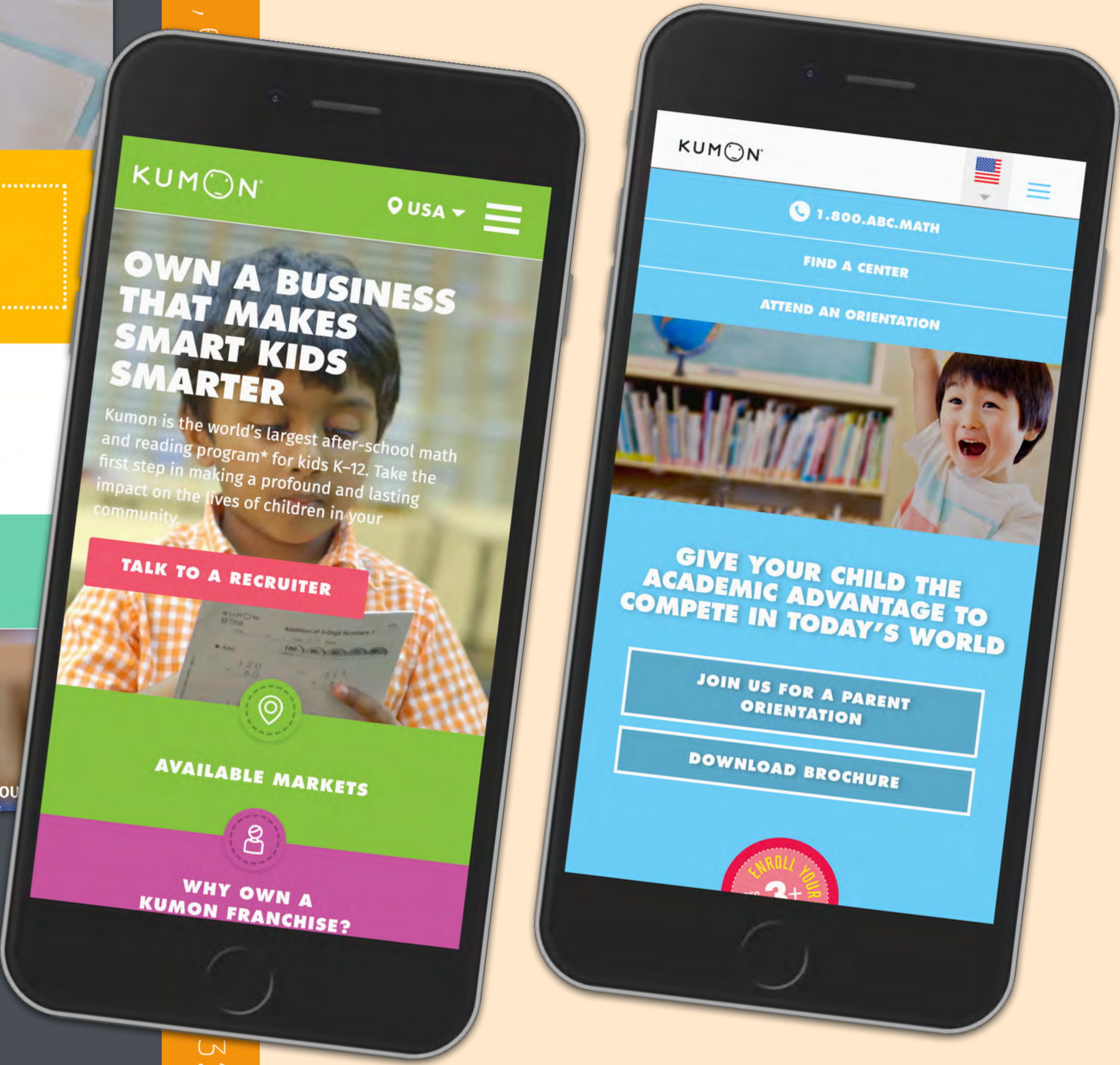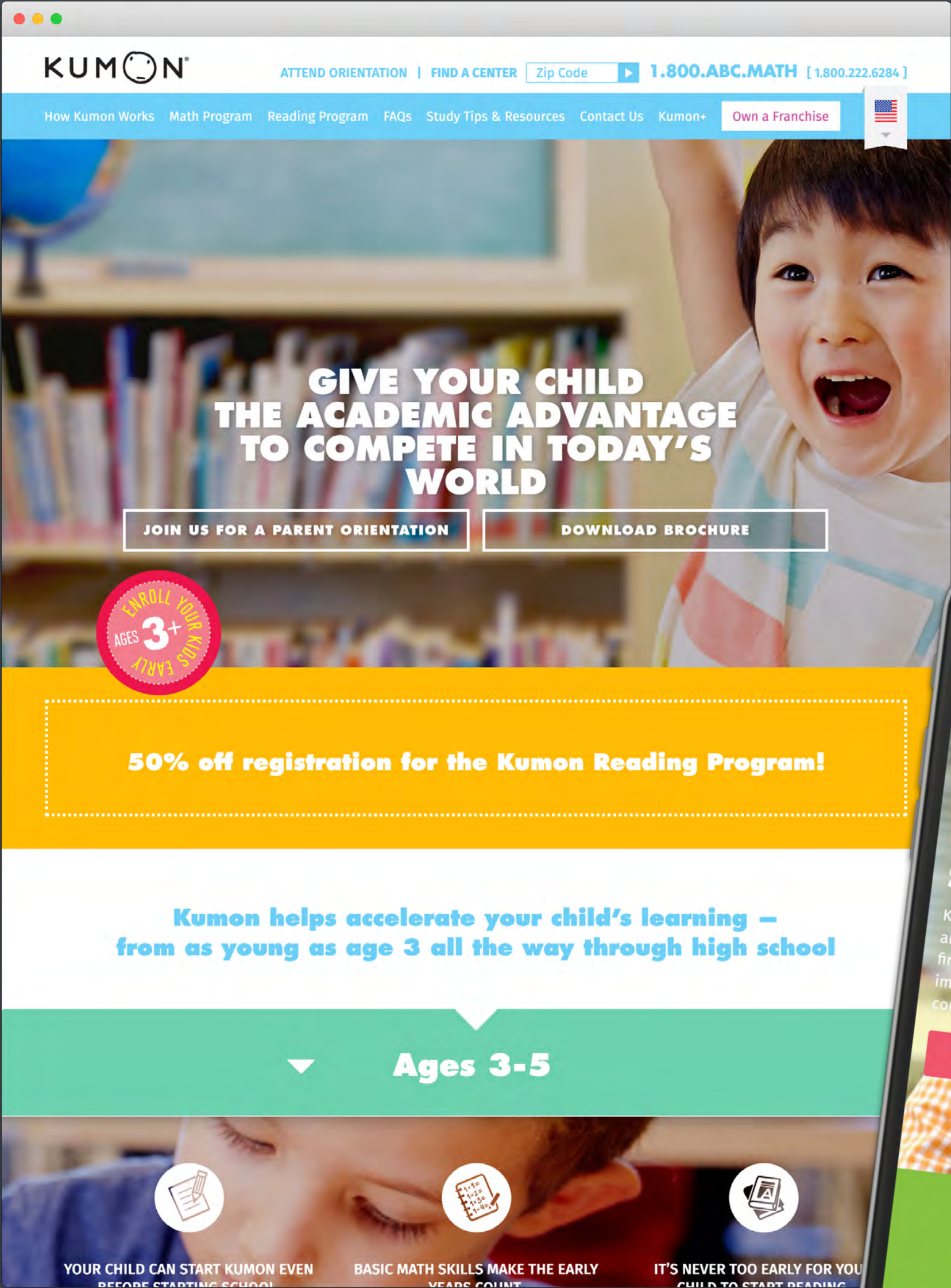
Kumon website refresh

Execution Flat-coded responsive websites with multi-language hooks, geolocated franchise map, and streaming video. Sites were loaded into Kumon's proprietary CMS by their IT department.

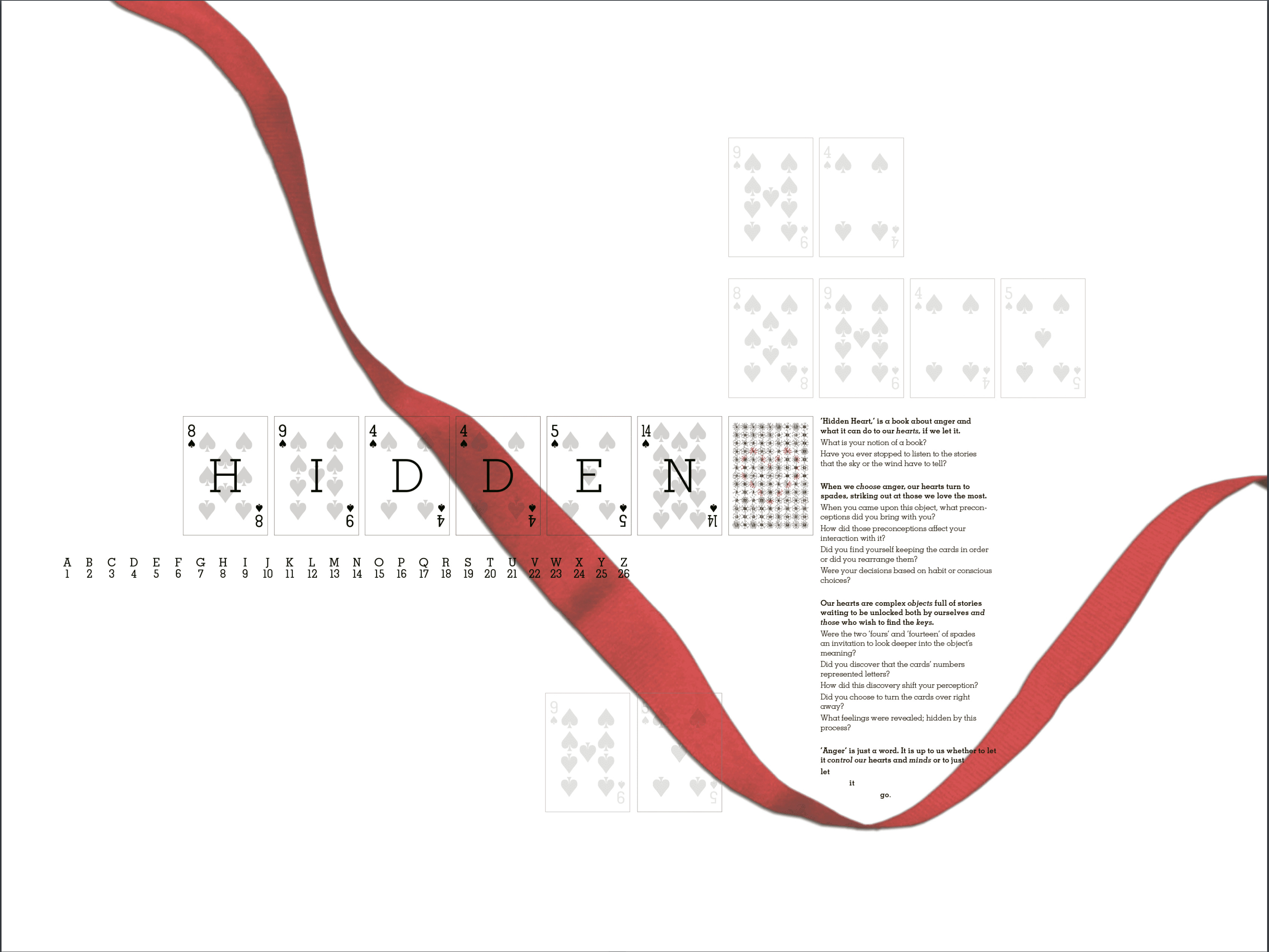**Tech** HTML5, CSS, JS Geolocation API, CSS animations, and JavaScript

Roles mobile design & user experience, animation, and front-end engineering

franchise site *student site*

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The poster reads:

H I D D E N (spelled across playing cards: 8♠, 9♠, 4♠, 4♠, 5♠, 14♠)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

'Hidden Heart,' is a book about anger and what it can do to our *hearts*, if we let it.
What is your notion of a book?
Have you ever stopped to listen to the stories that the sky or the wind have to tell?

When we choose anger, our hearts turn to spades, striking out at those we love the most.
When you came upon this object, what preconceptions did you bring with you?
How did those preconceptions affect your interaction with it?
Did you find yourself keeping the cards in order or did you rearrange them?
Were your decisions based on habit or conscious choices?

Our hearts are complex *objects* full of stories waiting to be unlocked both by ourselves *and those* who wish to find the *keys*.
Were the two 'fours' and 'fourteen' of spades an invitation to look deeper into the object's meaning?
Did you discover that the cards' numbers represented letters?
How did this discovery shift your perception?
Did you choose to turn the cards over right away?
What feelings were revealed; hidden by this process?

'Anger' is just a word. It is up to us whether to let it *control our* hearts and *minds* or to just
let
          it
                    go.

Hidden Heart & Revealed
Concrete Book & Poster

Hidden Heart Revealed, is a poster de-constructing the concrete book, *Hidden Heart*, which consists of six unique playing cards bound by a single length of red ribbon.

The poster's grid is based on full-size playing cards.

Roles designer, photographer, and writer

Book text visible in photo:
Danniel Gaidula
ADC Grandmaster
TOM OCKERSE
Hidden Heart 2004
Book Designer: Danniel Gaidula
ArtDirectorsClub

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myPETucation
Startup: Technical & Design Founder

After the successful acquisition of patient post-op education provider ExitCare, three of its founding partners started a version for veterinarians—myPETucation.

Project Brief Create memorable branding and SaaS product, sold directly to veterinarians, providing personalized post-op care and education materials to their patients.

Execution Branding focuses on the testimonials of actual patients (pets) and how good it feels to receive better care through myPETucation. Each 'pet' species gets their own typeface as a visual cue of hearing their unique voices and needs.

Used Parse (BaaS), to manage user logins, and patient data. Created separate back-end API service that merges Parse data with a catalog of procedure illustrations and text into optimized PDFs for distribution.
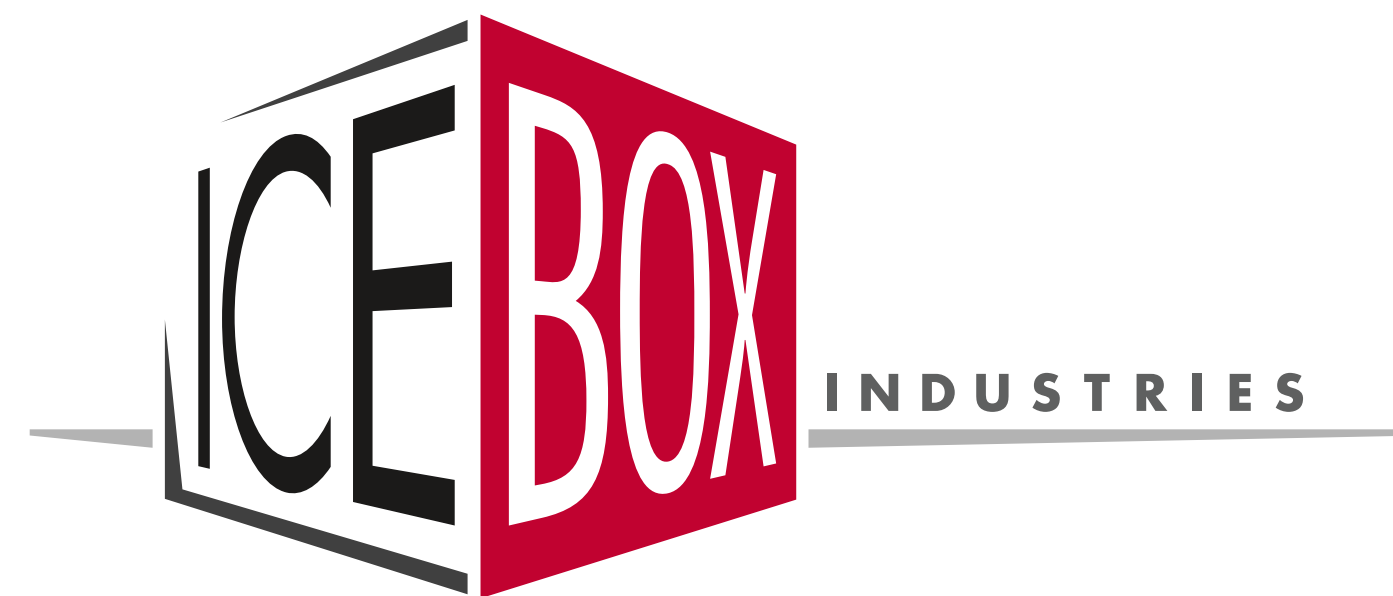
Tech Parse, backbone.js, mPDF, PHP, HTML5, CSS, JavaScript, and various backend shell scripts

Roles branding, graphic design, art direction, user experience, and full-stack engineering

from left: homepage scroll down

[visit homepage](#)

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Screenshot 1 — homepage

myPETucation

Features Pricing About Us Blog Support   Login Sign up

myPETucation
A single source of vet-approved medical, nutritional and general pet-care information, accessible in easy to understand terms and full color illustrations. Designed to benefit and promote *your practice*.

Learn more

Why should a veterinarian choose myPETucation?

How does myPETucation help you at work everyday?

Easy-to-read Content
Information is most useful when it's easy to understand. myPETucation provides clear and concise content, designed to facilitate informed decisions and appropriate pet care.

"It puts an extra spring in my hip'ty-hop!" — Fuzzle

Accuracy You Can Trust
myPETucation information is reviewed by veterinarians to ensure accuracy and features:
- Plain language instead of technical jargon
- Full-color, simple illustrations and visuals
- Quality, clinician-provided medical information

VETERINARIAN REVIEWED · 100% · VETERINARIAN APPROVED

"Now that makes me feel purr-fect!" — Colonel Whiskers

Color Illustrations
Sue Seif supplies myPETucation's medical illustrations. With over 35-years experience, Sue is a leader in providing high-quality, full-color illustrations within all aspects of the medical industry. Her illustrations help to deliver information in a clear and uncomplicated way.

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Screenshot 2

"He calls it exercise. I call it, get on the ball!" — Lil' Simon

Customization PLUS
Include your logo and relevant visit information to create a customized pet experience.
- Logo and contact information
- Doctor and technician name
- Date of visit
- Patient information
- Pet photo & name
- Content date and revision history — *helps keep information timely*

"Because I deserve it." — Queenie

Your Clinic's Marketing Platform PRO
Let myPETucation help you do what you do best —take care of our friends.

Our **PRO** package provides an easy to use marketing platform.
- Customized coupons and offers
- Tailor offers and coupons by pet type
- Access to myPETucation's exclusive library of seasonal marketing plans
- Direct advertising to pet owners — *with every visit*

10% off on your next stay of 3 days or more
15% off your pet's next dental cleaning!

"I know where we are going after this!" — Buster

Reporting PRO
Our **PRO** package includes powerful reporting tools to help you turbo-charge your practice.

Compare, contrast and sort visits into the following groups:
- Frequency by breed
- Top 10 diagnoses
- Visits by season
- Offer tracking

ERNIE
LULU

"Sign up now. You won't regret it." — B. Franklin

Sign up now

Clockwise from top left; Sunday LOVE Project (non-profit feeding homeless), 313 Hospitality Group (restaurant group), Fashioning Philadelphia (history of Philadelphia fashion), IceBox Industries (design studio), Children's Hospital of Philadelphia Frontier Program in Cancer Immunotherapy (CAR-T cell treatment & research)

from left: original MVP, landing page, business card front & back

d13a⇒{designer:3n91n332,engineer:d3519n32,3duc4702:[3n91n332,d3519n32]}

CrowdStitch
Startup Branding & Technical Founder

Attended Start-up Weekend Delaware as designer/developer ringer for hire. Joined Events Management Network app team of three (myself, founder, and writer) during day one pitch phase.

Project Brief Build and design Minimal Viable Product (MVP) for pop-up social networking service in 72 hours.

Execution Product naming (CrowdStitch), logo, and MVP built as Progressive Web App (PWA) in 72 hours by modifying existing open source PHP chat library. Took founder through accelerated naming Launch site and further branding completed as start-up founding member.

Tech PHP, HTML5, CSS, and JavaScript

Roles graphic design, branding, strategy, PWA development, and full-stack engineering

/// RECOGN1TION
Second-place finish at Start-up Weekend Delaware.

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Moving Philly Forward (MPF)
Political Action Group Branding

Founding member of this grass-roots political action group formed in 2016 to promote voter awareness, education, and turn-out in Philadelphia and the surrounding counties.

Project Brief Design logo, branding, promotional materials system, and merchandise to promote progressive voter events and ideals.

Execution Designed logo and branding to be grounded in the political history of Philadelphia and the Liberty Bell while indicating MPF as an *agent of progressive change*—literally moving the area forward from the divisive politics of 2016.

Results MPF events became the 'go to' political events from its founding through the 2020 Presidential Election. Our *Summer Series* of events introduced the electorate to many progressive candidates that went on to victory and election night parties were **the event in Philadelphia politics** hosting well over 2000 attendees in 2018 & 2020!

Roles graphic design, illustration, strategy, and founding organization member

From top left, down; branded event postcards, t-shirts, and buttons

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Dynamic Mapping
Grant-funded Interactive Experience

Project Brief The Collective Wisdom Initiative (CWI), grant funded by the Fetzer Institute, engaged our team to translate their book, *Centered on the Edge,* into a web & CD-ROM interactive experience.

Execution Created a non-linear interactive circular interface of twenty-eight 'cells', each representing a principle from the CWI's book and research.

The map and its flux of objects are created and governed by a matrix of rules that integrate floating-point randomization into their behavior.

Cells are designed by selecting which rules to include for each of its objects (sound, video, images, colors), behaviors, and interactions. Rules have predetermined behaviors, so the inclusion of one can have unintended affects on the cell or its parts.

Results The map is an infinite game of meaning—a conduit of dialogue between designers, players, and the play itself with each acting as co-author of the system's outcomes and experiences.

Roles graphic design lead, system designer, user experience, front-end development & engineering

Tech HTML, CSS, scripted audio mixing, ActionScript

from top left clockwise: Making & Breaking the Grid; p 204, Desperately See[k)ing Systems; Poster 11: Co-Authorship, Archis: Vitality; p 70.

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2/15

Multiple / Radial, Framed, Networked, Spontaneous

OVERVIEW
An interactive interface built as a dynamic map of consciousness for a group called The Collective Wisdom Initiative

EXHIBIT COMPARISONS
01 02 08 10 11 22 28
21 22 28

co·authorship

stepping through
of your life
storytelling
what can you offer
sharing

11B

11C

11D

11E

mystery

silence

witnessing

Unfair Advantage Campaign
Art & Design Direction, Lincoln Financial

Lincoln's brand photography style was known as 'Caught in the Moment,' and under my direction its use was to move the story forward by enhancing the overall product concept, text, and headlines.

Their two annuity products, *American Legacy* and *ChoicePlus* were sold in different markets.

Aligning their storytelling & photography saved costs: increasing efficiency amongst writers & designers, and photography rights for a set of interchangeable stories within a shared concept.

Execution Design & editorial brainstorming yielded 'Unfair Advantage' as the concept with three stories: swimming, stargazing, and painting.
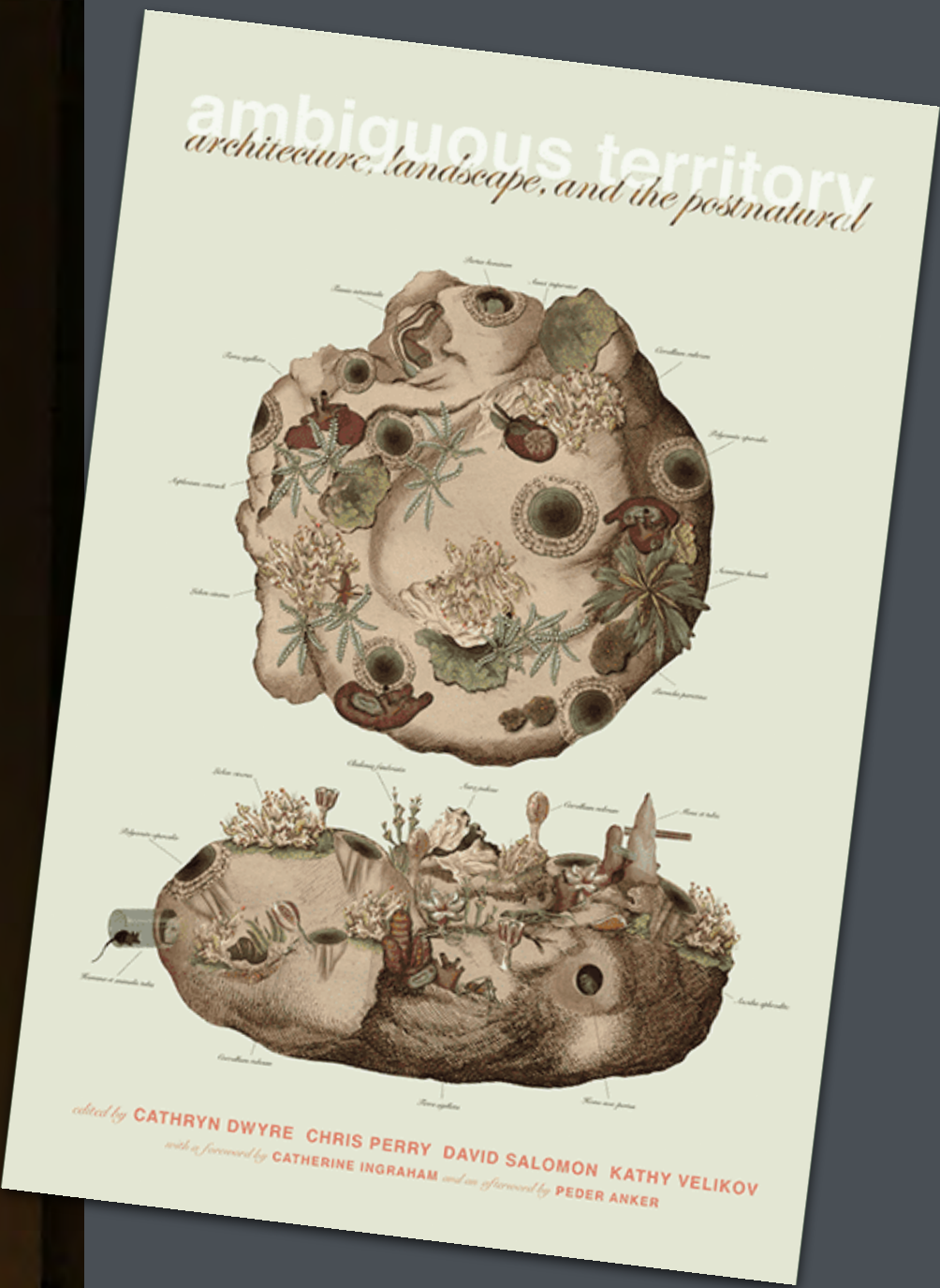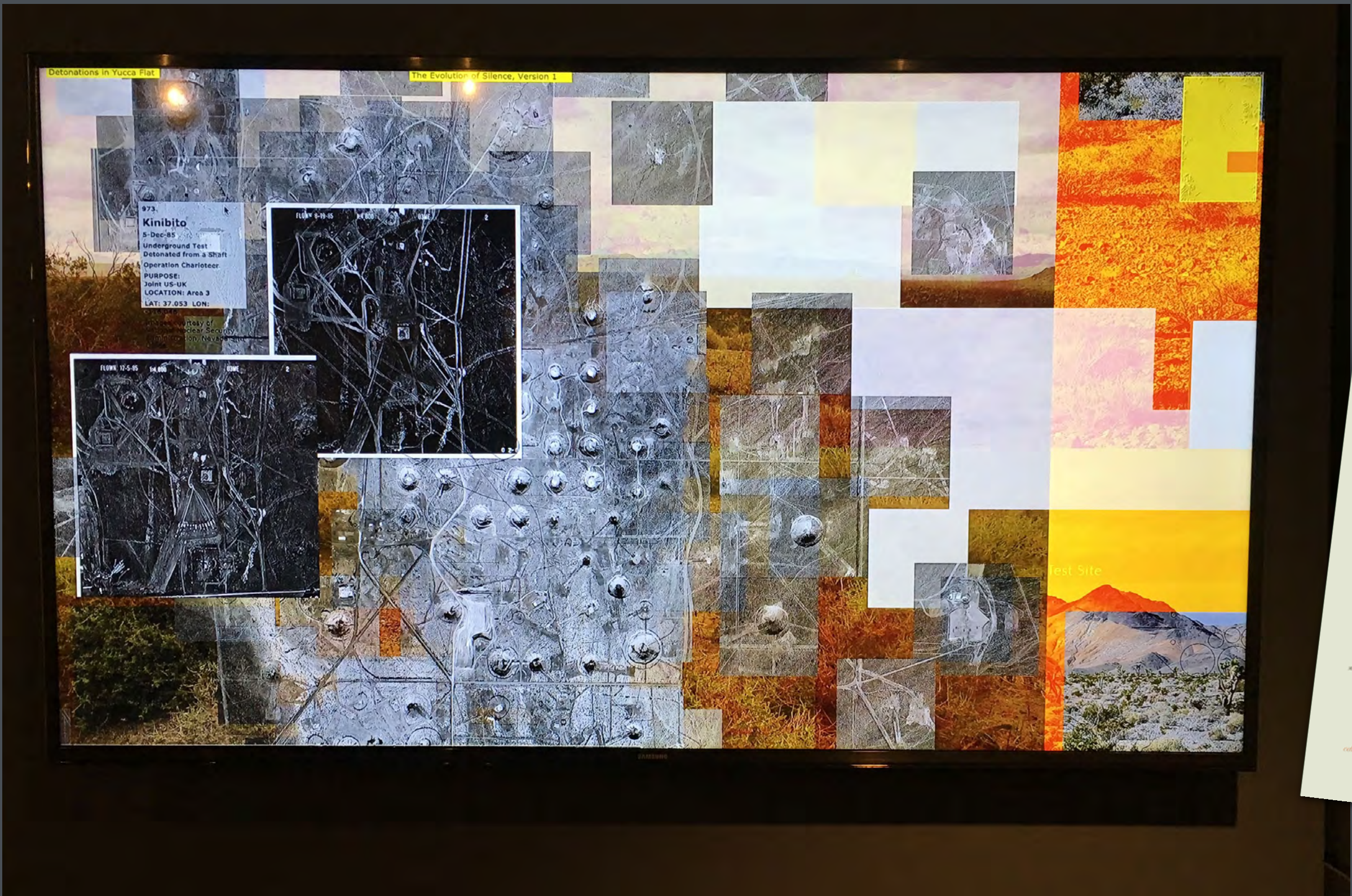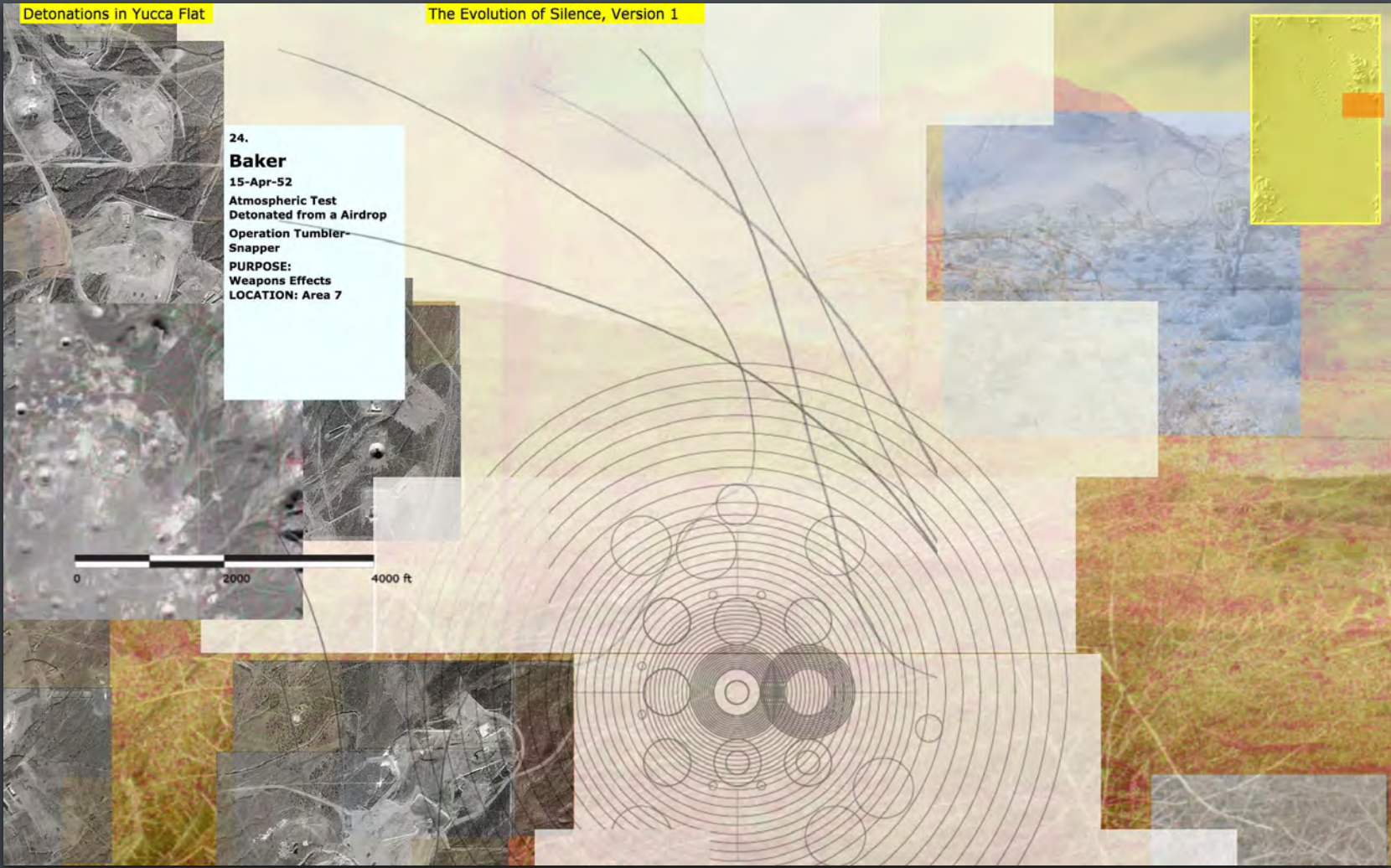
Each story features a character with a 'tool' giving them an overwhelming advantage over their competitors just like Lincoln's products do.

Photography was shot over five days in Los Angeles with models, clearances, and advanced scouting provided by OnRequest Images.

Roles art direction of photography, design direction, shot management, and storyboarding

Clockwise starting from top; painting: brush vs sprayer, stargazing: binoculars vs professional telescope, and swimming: bare feet vs flippers

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clockwise from top left: baker site, annie site, ambiguous territory exhibit journal, site on exhibit

Evolution of Silence
Interactive Experience

Rachele Riley, an experimental artist & designer, amassed multiple sets of data in her grant-funded creative research project addressing the impact of nuclear testing at Yucca Flat within the Nevada Test Site. The data: official data from the U.S. Department of Energy, satellite imagery, and her own drawings, photos, videos, sounds, and writings of and about the site.

Project Brief Develop a data-driven rules based particle system to interactively explore the hundreds of detonations & their associated data sets in a scale map of the testing area.

Execution Created rate-limited particle system that draws the *828 denotations on screen as interactive tiles*. A matrix of predetermined rules, data, and user input determines a tile's behavior. A dynamic legend (yellow box; upper right) reflects the user's location relative to the overall area.

Results Users are challenged through inquiry to make sense of the scale of violence that occurred and conceptually reclaim this space through an experience of knowing.

Roles technical consultant & front-end engineering

Tech HTML5, CSS, jQuery, and JavaScript

visit site *exhibit video* *artist site*

/// RECOGN1TION

NetArt Webby and AIGA Philly Design Awards, presented in numerous national and international (SIGGRAPH 2014 & 2016) exhibits and publications.

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