



Dan Zola

UX Research Expert and Entrepreneur

Media Bookings & Speaking Engagements

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- 📍 User Experience Research, Methodologies & Best Practices
- 📍 Digital Product Design

- 📍 Software as a Service
- 📍 Entrepreneurism
- 📍 Client Management

Signature Topics

Dan Zola's passion for UX principles ignited nearly two decades ago during his pivotal role in shaping the MovieFone experience. Since then, he has been a driving force behind the development of digital products and the leadership of dynamic teams across diverse industries, ranging from healthcare to entertainment.

During his five-year tenure at MTV, Dan focused on deepening the emotional connection between television viewers and digital users. He shared anecdotes from his experiences, including memorable encounters with industry luminaries like Justin Timberlake (ask him about it! He loves telling the story). Transitioning to the pharmaceutical sector, Dan leveraged his expertise to enhance the digital healthcare experience for patients, taking a more active role in their well-being.

As the managing partner and research director of Sway UX, an acclaimed user experience research and design agency, Dan led a team dedicated to creating websites and mobile apps tailored for the healthcare and technology sectors. Dan is currently the head of user experience research for Partstrader, an online marketplace that services Toyota, Honda, Ford, Chevrolet, Chrysler, and dozens of other major car companies daily. A graduate of the University of Pennsylvania with a degree in English, Dan resides in Chapel Hill, NC, with his wife and two children.

- ➔ **Survey Success Secrets:** Crafting, deploying, and deciphering surveys for enhanced conversions across industries.
- ➔ **Say Goodbye to Surveys That Suck :** Mastering the art of crafting engaging and effective survey instruments.T: Mastering the art of crafting engaging and effective survey instruments.
- ➔ **Enhance Your UX:** Tailoring the user experience research for optimal digital product engagement.
- ➔ **From Insights to Impact:** Unlocking qualitative research for quantifiable results.
- ➔ **Ask the Right Question:** How do you engage even the most pain-in-the-ass customers?
- ➔ **Embracing the Madness:** A journey from enthusiast to entrepreneur, how I started my agency against all odds.