

# **Daniel Buchanan**

## **Digital Marketing & Web Experience Leader**

I've spent the last 10+ years building websites, digital experiences, and marketing campaigns that help businesses grow. My background blends design, front-end development, and digital marketing, and I've led cross-functional teams in agile environments to take projects from strategy all the way through launch and optimization.

## **Experience**

### **Monarch**

#### **Director of Design**

*Nov 2025 – May 2026*

Led digital experience strategy across customer-facing healthcare technology platforms. Partnered with product, engineering, and business leaders to define user experience, content, and platform initiatives. Directed design system development and governance to improve consistency and scalability across products. Aligned technical implementation with business goals while balancing user needs and platform requirements.

### **Bounteous**

#### **Design Engineer**

*Mar 2022 – May 2025*

Built and optimized enterprise content management solutions using Adobe Experience Manager (AEM), React, and Vue. Developed reusable components, templates, and content authoring experiences for large-scale organizations. Partnered with UX, content strategists, architects, and engineering teams to improve content workflows and publishing operations. Implemented API-driven content experiences using REST and GraphQL integrations. Worked directly within CMS ecosystems to improve usability for authors, marketers, and content teams.

### **American Bar Association**

#### **Design Engineer**

*Jan 2020 – Mar 2022*

Developed AEM-based content experiences supporting member engagement and digital publishing initiatives. Built dynamic forms, reusable components, and content-driven experiences used across multiple business units. Collaborated with marketing, content, and technology stakeholders to improve platform performance and content delivery. Supported ongoing modernization efforts focused on usability, accessibility, and scalability.

**American Bar Association**  
**Digital Marketing Specialist**  
*Mar 2013 – Jan 2020*

Designed and developed websites and forms, managing the Digital Asset Management system, and ensuring authors followed the style guide for seamless content integration into AEM. This experience allowed me to refine my skills in digital design and workflow management while supporting a leading organization in the legal profession.

**Education**

**Universidad Nacional Autónoma de México (UNAM)**  
Spanish Language & Literature

**Kent State University**  
Visual Communication & Design

**Stark State College of Technology**  
Web Design and Development

**Skills**

| Content & Experience                                                                                                                                                                    | Product & Collaboration                                                                                                                               | Technical                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Adobe Experience Manager<br>Content Management Systems<br>Design Systems<br>Digital Asset Management<br>Concepts<br>Component Architecture<br>Content Modeling<br>Headless CMS Concepts | Cross-Functional Leadership<br>UX Strategy<br>Stakeholder Management<br>Agile Product Development<br>Requirements Gathering<br>Digital Transformation | React<br>Vue<br>JavaScript<br>HTML/CSS<br>REST APIs<br>GraphQL<br>Git<br>Jira<br>Confluence<br>Adobe Creative Suite<br>Figma |