DANIEL C. WILLIAMS

ACADEMIC RESEARCH | INFORMATION DESIGN | USABILITY METHODOLOGY
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PROFILE

Academic researcher focused on user-centered design and communication strategies in academic programs and industry. Passionate about how AI, digital platforms, and information design influence pedagogical and professional practices in the field of technical communication.

EDUCATION

Doctor of Philosophy, Technical Communication & Rhetoric (currently enrolled)
Expected Completion Date: May 2030
Texas Tech University, Lubbock, TX

Master of Arts, Technical Communication
December 2024
Texas State University, San Marcos, TX
PHI KAPPA PHI | ALPHA CHI | SIGMA TAU DELTA

Bachelor of Arts, English Literature & Rhetoric
May 2008
College of the Ozarks, Point Lookout, MO

SCHOLARSHIP

In Progress

- Composing full paper proposal on comparative analysis of technical and professional communication program websites and current industry job postings for IEEE ProComm submission on or before February 15.

Complete

- Ponce, T., Williams, D. (2025, October 23-24). *Rethinking TPC Program Websites in Light of Industry Needs* [Conference presentation]. Council for Programs in Technical and Scientific Communication 2025 Annual Meeting, Lubbock, TX, United States.

EXPERIENCE

Lecturer, Department of English
Texas State University, San Marcos, TX | January 2025 – present

- Instructor of record for ENG 3303: Technical Writing, ENG 3342: Editing, and US 1100: University Seminar courses.
- Collaboratively and independently developing curriculum that considers and applies both industry-standard and developing technologies such as AI tools in research, Adobe Creative Suite in document design, and LMS systems in instructional design.
- Serving on Technical Communication Undergraduate Curriculum Committee
- Previous course releases for consulting on changes/improvements pertaining to the Dept. of English's website and marketing materials, along with the execution and implementation of those changes

Coordinator, Microcomputer Lab II
Texas State University, San Marcos, TX | October 2022 – December 2024

- Designed custom promotional materials for events, upper-division courses, and department initiatives using Adobe Suite tools.
- Designed, published, and oversaw printing and distribution of 2 annual magazines for the Department of Political Science and Master of Public Administration programs.
- Designed and maintained the department's multiple websites using Texas State University's web management tools.
- Managed 4 social media channels, which included the supervision of graduate students, writing and editing content for tone and context, and shaping the direction of our online presence in compliance with Texas State University's policies and procedures.
- Wrote multiple grants for the funding and acquisition of new technology in departmental computer lab.
- Managed inventory, requisition, and support for 100+ users including faculty, staff, graduate students, and computer lab patrons in both academic instruction and office settings.
- Developed instructional documentation pertaining to Adobe programs, MS Office programs, and various university online platforms for staff, faculty, and graduate student users.
- Managed department's annual Computer Refresh Program, which involved creating documentation on inventory, technology and user needs, and budgetary demands.

Systems Support Specialist II
Texas State University, San Marcos, TX | July 2021 – October 2022

- Managed the websites for the Department of English, MA in Literature, and MA in Rhetoric & Composition programs.
- Designed custom communication materials such as posters, digital signage, department-wide documentation, and print marketing materials using Adobe Suite programs.

- Collaborated with faculty members, administrators, and colleagues to provide consistent communication design materials in digital and print formats.
- Designed instructional tutorials for classroom A/V technology, Zoom, and various online platforms utilized at Texas State University.
- Edited documentation for compliance with Texas State University's policies related to information security, accessibility, and communication procedures.

Owner & Content Developer
Longhand Creative, Kansas City, MO | October2018– July 2021

- Developed and edited written promotional content for non-profit, university, and small business websites.
- Designed and built custom websites and landing pages for small businesses using industry tools like Sketch, WordPress, Figma, Adobe Suite, and Elementor Pro.
- Designed custom logos for small businesses in accordance with their existing brand presence and marketing materials.
- Contracted work with Texas Tech University – Costa Rica campus, which involved copywriting for web, CRM emails, newsletters, recruiting materials, and print media. Used knowledge of StoryBrand strategies to collaborate with the TTU-Costa Rica marketing team to segment targeted users and created new content for each user group according to conversion goals.
- Contracted work with PNB Creative for multiple projects spanning from April 2020 – July 2021. Designed and built custom websites using WordPress, wrote and edited copy for small businesses and individuals, troubleshot website performance issues, and consulted on marketing strategies and materials.
- Coordinated client expectations and satisfaction through contract writing, stakeholder meetings, and documentation.

Project Manager for Academic Affairs
Edulink, Escazu, Costa Rica | 2020

- Worked with Texas Tech University – Costa Rica campus on organizational research, report writing, copywriting and copyediting, and development of advising documents and processes
- Assisted with quality assurance and accreditation compliance by reviewing university and campus documentation, policies, and procedures.
- Served as the liaison to Texas Tech University's main campus for long-distance synchronous and non-synchronous learning environments.
- Collaborated with administrative team on planning and budgeting for projected academic calendar.

Teaching Fellow
Urban Christian Academy, Kansas City, MO | 2018

- Developed lesson plans in accordance with the institutions philosophy and policies regarding classroom management, pedagogy, and academic development.
- Facilitated instruction for classroom, one-on-one, and small group learning environments.
- Received intensive training in teaching and mentoring in low-income and underserved communities.
- Participated in daily and weekly coaching sessions for reflection and feedback pertaining to pedagogy, mentorship, and required documentation.

EXPERTISE

Research and AI Tools

- Atlas TI
- Notebook LM
- Perplexity
- Zotero
- Research database navigation (EBSCO, JSTOR, etc.)

Document Design and Prototyping Programs

- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Adobe Photoshop
- Microsoft Office Suite
- Adobe Acrobat

Web Design and Development

- WordPress
- Google Suite
- Elementor Pro
- SEO best practices
- Figma
- Sketch
- Squarespace
- Wix

Professional Communication & Collaboration

- Public Speaking
- Classroom Management
- Learning Management Systems like Canvas, SuccessFactors, and SAP
- Trello
- MS Teams