

DARYL BRANFORD

User Experience Design | Interactive Storytelling | Digital Experiences

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SUMMARY

User experience design leader with 22 years of experience transforming complex ideas into intuitive, engaging physical and digital experiences. Applies human-centered design principles, experience strategy, and visual storytelling to create accessible, user-focused solutions across interactive exhibits, touchscreen applications, digital media, and immersive environments. Partners with researchers, engineers, software developers, educators, fabricators, and executive stakeholders to translate user needs and technical requirements into meaningful experiences from concept through implementation. Recognized for simplifying complex information, aligning multidisciplinary teams, and designing experiences that strengthen communication, improve usability, and deepen audience engagement.

CORE STRENGTHS

User Experience Design | Human-Centered Design | Experience Strategy | Interaction Design

Journey Mapping | Information Architecture | Wireframing & Prototyping | Usability Evaluation

Cross-Functional Leadership | Stakeholder Collaboration | Experiential Design | Visual Storytelling

PROFESSIONAL EXPERIENCE

Director of Science-Art Initiatives | Creative Director | March 2016–February 2026

The Huck Institutes of the Life Sciences, Penn State University

- Led user-centered design initiatives transforming complex scientific and technical concepts into intuitive, engaging physical and digital experiences for diverse audiences across interactive installations, touchscreen applications, digital media, and immersive environments.
- Directed experience strategy, creative development, and full design lifecycle execution, including discovery, concept development, prototyping, technical implementation, fabrication coordination, installation, and refinement.
- Partnered with researchers, engineers, developers, educators, fabricators, and institutional leadership to identify communication challenges, define user needs, align experience goals, and deliver effective design solutions.
- Developed and evaluated interactive prototypes, user flows, and experience concepts through iterative feedback and refinement, incorporating digital interfaces, projection mapping, motion graphics, 3D visualization, TouchDesigner, and sensor-driven interactions.
- Managed and mentored multidisciplinary teams while applying emerging technologies and design principles to create accessible experiences that improved understanding, engagement, and connection with complex information.

Multimedia Specialist | August 2008–March 2016

The Eberly College of Science, Penn State University

- Developed multimedia experiences, interactive media, motion graphics, animations, and video content that translated complex scientific concepts into engaging visual narratives for diverse audiences.
- Designed digital experiences, visual systems, interactive media, environmental graphics, and communication systems supporting research initiatives, institutional programs, and public engagement.
- Collaborated with faculty, researchers, communications teams, and technical partners to develop digital experiences and visual solutions across web, interactive media, video, and presentation platforms.
- Managed creative projects from concept through production, coordinating design, technology, content development, and delivery across multidisciplinary teams.

Interface Designer | August 2004–March 2008

The Applied Research Laboratory, Penn State University

- Designed intuitive user interfaces and interactive experiences for complex technical systems, translating advanced research concepts into accessible user interactions.
- Collaborated with engineers, researchers, and technical teams to improve usability, information architecture, and human-centered design practices.
- Created interactive visualizations and digital interfaces that transformed complex technical data into clear, engaging user experiences.
- Partnered with research teams to define requirements, develop technology solutions, and improve communication, usability, and interaction with complex systems.

TECHNICAL SKILLS

Interactive Technology & Experience Design

TouchDesigner | Unreal Engine | Unity | Cinema 4D | Blender | Redshift | Octane | After Effects
Projection Mapping | Digital Signage | Sensor Integration | Real-Time Media | Interactive Installations

Design & Digital Experience

Adobe Creative Suite | Figma | Premiere Pro | DaVinci Resolve | Motion Graphics | 3D Visualization
Compositing | Color Correction | Video Editing | Sound Design

SELECTED PROJECTS & FEATURES

[BioMachine —Interactive Installation](#) | [Invisible Worlds—Science-Art Exhibition](#) | [Ecuadorian Embassy Exhibition](#) | [The Zombie Ant Experience—Immersive Installation](#)

EDUCATION | Bachelor of Arts in Arts and Architecture, Pennsylvania State University

AWARDS & RECOGNITION

Institute of Energy and the Environment (IEE) Seed Grant | Huck Institutes “Thinking Outside the Box” Award