

GREGORY L. DUNCAN

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PROFESSIONAL SUMMARY

Strategic problem-solver and digital innovation leader with a career built on understanding the full context of a problem before defining the solution - applied across government, higher education, and enterprise environments. Known for reframing ambiguous problems and redesigning systems around user mental models, producing solutions that feel intuitive and get adopted at scale. Experienced guiding executive teams through complex challenges, building alignment across levels of an organization, and turning that alignment into practical strategy. Certified accessibility professional (CPACC) with deep expertise in information architecture, UX design, CMS platforms, strategic facilitation, and digital communications.

CORE COMPETENCIES

UX & Usability · Accessibility (WCAG / CPACC) · Information Architecture · Writing for the Web · User Research & Testing · CMS Platforms (Drupal, WordPress/OpenText) · Strategic Facilitation · Cross-Functional Leadership · Product & Project Management · Agile / Scrum · Digital Communications · Vendor Management · CRM (Salesforce) · First-Principles Problem Framing · Generative AI

PROFESSIONAL EXPERIENCE

Digital Media & Communications Manager

2016 - 2026

Princeton University - Keller Center, Hellenic Studies, Humanities Council | Princeton, NJ

- Architected and managed end-to-end redesign of 12+ Drupal and WordPress academic sites to be fully accessible, responsive, and WCAG-compliant.
- Conceived and secured \$174K in funding for a first-of-its-kind year-long program that reframed a widely misunderstood, systemic challenge into an actionable program educating and engaging 75 faculty, postdocs, and staff over three years - the only program of its kind found anywhere in the country. Received with such enthusiasm that multiple faculty subsequently revised their curricula, and one created an entirely new course inspired by the program. Recognized with the Tiger Award - the highest honor for School of Engineering staff at Princeton.
- Facilitated working sessions with leadership, faculty, and staff to define the Center's organizational purpose and Design initiative (leading to a new Design Minor), develop communications strategy, and create a unified framework for collecting, managing, and using Center data to enable strategic decision-making.
- Received monetary award for planning and supporting faculty through the transition to fully online learning during the COVID-19 pandemic - including collaboration and remote work tools.
- Designed wireframes, wrote heuristic reviews, designed and conducted usability and accessibility testing across all digital properties; advised campus partners on UX/accessibility best practices.
- Managed Salesforce CRM, e-newsletters, social media, analytics, and all digital communications.
- Led Communications & Outreach for Princeton Research Day 2020, including redesigning the website to surface the right content across each phase of the event cycle; managed the mid-stream pivot to a fully virtual event.
- Oversaw RFP processes and vendor relationships for technology solutions; designed and recommended business process improvements.
- Presented and consulted with departments campus-wide; guest presenter for Princeton entrepreneurship and design courses; mentored student teams.

Director of Portal Operations

2011 - 2014

NIC Inc. | Trenton, NJ & Harrisburg, PA

- Selected after one year to launch NIC's Pennsylvania subsidiary - the company's second-largest state - including hiring, training staff, and full operational launch.
- Supervised major redesign of PA.gov and multiple citizen-facing portals (commercial driver records, NJ vital records, NJ business portal).
- Managed client relationships and day-to-day operations: project management, marketing, design, and customer service staff.
- Led marketing efforts that earned multiple national awards for NIC eGovernment services.

eGovernment Officer / Enterprise Project Manager

2004 - 2011

City of Las Vegas | Las Vegas, NV

- Challenged the prevailing paradigm of government websites nationwide, which required citizens to know which department and division owned a service before they could find it. Reimagined the city's site around citizen tasks and plain language ('pay a bill,' 'register for classes'), eliminating that barrier entirely. The approach was recognized by the Center for Digital Government, which subsequently revised its national award criteria - and became the model most government websites across the country followed.
- Achieved unanimous buy-in from all 18 city departments and the city manager for the redesign approach, designing both a stakeholder training program and a hands-on exercise built specifically to lead departments to the new model themselves rather than through top-down mandate.
- Drove a 289% increase in citizen online transactions as a direct result of the citizen-focused redesign.
- Conceived the information architecture and navigation that won the 2008 Best of the Web award for best city government portal in the country.
- Challenged the convention that spatial data must be presented as a map, recognizing that people shouldn't have to read maps or think in geographic terms. Designed web and mobile applications including a park-finder that let residents enter their address and desired features to find nearby options, removing the map entirely as an intermediary. Recognized by the Center for Digital Government as pioneering this type of GIS use on a government website. Co-presented this work nationally with GIS colleague Anthony Willis under the title "GIS: With or Without a Map."
- Introduced and embedded usability testing into the city's SDLC; educated organization-wide on user-centered design principles.
- Presented at 12+ national conferences on UX, eGovernment, and digital strategy; received the highest speaker ratings of the conference multiple times.

EDUCATION**Princeton University**, Princeton, NJ - Psychology**CERTIFICATIONS & TRAINING**

- Certified Professional in Accessibility Core Competencies (CPACC) - IAAP
- Management Development Certificate & UX Fundamentals Certificate - Princeton University
- 3-Day Generative AI Bootcamp (Outskill) & Google AI Fundamentals (Coursera)
- Profilor 360 Certification (one-on-one and group feedback & development facilitation)
- Extensive training in web development, usability, accessibility, management, organizational development, coaching, and crisis communications
- Spanish Language Training - Intermediate (CEFR B1), in progress - Duolingo