Daniel Swan
Senior Product Designer

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Summary

I'm **passionate** with a deep understanding of users' needs and a knack for **unlocking the potential** of digital products. I **create products that resonate** with users and make their lives easier. I'm seeking a collaborative environment where I can leverage my expertise to shape meaningful and impactful experiences. **Together, let's create countless "Wow" moments.**

Work Experience

Appfigures
Senior Product Designer
November 2017 to May 2023 — New York, NY / Remote

- Individual Contributor, Full-Stack Design for cross-functional teams for web, iOS, and Android. Delivering requirements, UX research, information architecture, wireframes, prototyping, visual design, HTML, CSS, and collaborative articulation between experts.
- Overhauled Marketing and Product design with Sketch and Figma, helped the company gain over **100,000 new customers** (+200%), and hooked household-name brands like *Coca-Cola*, *Square Enix*, *Fender*, and many more.
- Founded the company's design system from the ground up and made work that helped a small team make big moves.
- Boosted the company into accomplishing its most challenging feature requests. Built new features that allowed the company to grow and **raise its pricing across all tiers**, **sell annual plans**, and **create enterprise tiers**, adding the value of **thousands per plan a month** for the first time in its history.
- Founded and championed design and content strategy that elevated an occasional blog post into a thriving weekly multi-channel newsroom and educational hub. It created an explosive +400% viewership in the tech industry and **increased subscribers by thousands**.
- Solidified the company's authority as an industry leader in the app world, enhancing its reputation to collaborate and expand its reach with renowned guest speakers from companies like *BBC* and *Adidas* in larger venues like *Twitter HQ NYC* and *Amazon AWS Startup Loft*.

DevTech Systems
Freelance Product Designer
May 2017 to November 2017 — Arlington, VA / Remote

- Owned and shipped in web design for DevTech and *USAID* that helped America distribute foreign aid to countries in need more efficiently.
- Enhanced the analytics for government funding dashboards. Leveraging design thinking to build comprehensive interactive statistics.

CrossLead
Product Design Contractor
July 2016 to September 2016 — Arlington, VA / Remote

- Established core foundations in user experience design for their enterprise-scale employee analytics and task management platform.
- Created and revised complex team-management features into focused, intuitive solutions with user-centered design.

Weber Shandwick
Freelance Digital Designer
February 2016 – June 2016 — Baltimore, MD

- Created lasting digital marketing impressions for agency clients like *BGE*, *Constellation Energy*, *BWI Airport*, *Sealed Air*, and others.
- Shipped with a flexible and diverse skillset from responsive websites to 300ft wide murals, graphic design, print, and interactive design.

ITX Corp.
Product Designer
May 2015 to September 2015 — Rochester, NY

- Overjoyed clients with responsive web and app design for iOS and Android with various clients like *EY* and *Wilmorite* to serve thousands.
- Directly collaborated with clients to solve problems and impress with beneficial solutions in their budgets and timelines.

CreativeMornings
Design Intern
June 2014 to September 2014 — Brooklyn, NY

- Engaged community through design and strengthened brand consistency for an organization with over **128 chapters worldwide**.
- Supported critical partnerships with companies like *MailChimp* with the design that connected the brands with a worldwide community.
- CMS, digital, interactive design, information design, and print empowered chapter organizers to engage with their communities.

Education

Rochester Institute of Technology
Bachelor of Fine Arts Degree (BFA)
New Media Design and Imaging
September 2011 to May 2015

Certifications

Scaling Design Systems
Dribbble – ID 19735
September 2023

Conducting Usability Testing
The Interaction Design Foundation – ID 24134
September 2017

Skills

Product Design, Design Systems, Design Documentation, Interaction Design, User Experience, UX/UI Research, User Personas, Journey Mapping, Design Thinking, Wireframing, Prototyping, Visual Design, Figma, Sketch, HTML, CSS, SCSS, LESS, Digital Illustration, Graphic Design

Volunteer Experience

VGM Together
VR Community Guide
2021 to Present — Remote Online Metaverse

- Guide and assist users new to VRChat and those new to the virtual convention space on a social and technical level.
- Encourage joy and positive social engagement with the convention's worlds and activities.
- Stay current and understand the evolving user experience for VRChat in a way that is explainable to beginner players.

RIT Art House
Board Member
2012 to 2013 — Rochester Institute of Technology

- Designed and developed the organization's website as the head of technology on the board.
- Organized and operated the special interest housing community for art majors living with on-site creative facilities.