Daniel Swartz

Product Design

San Francisco Bay Area

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SKILLS

Primary design tools are Figma and Photoshop to wireframe and rapidly prototype product concepts for internal discussions and define engineering requirements.

I was originally a front-end developer before focusing on UX design. That has influenced my design process and how I work with eng teams.

- UX Design
- Interaction Design
- Figma
- Sketch
- Wireframing
- Rapid Prototyping
- Mobile.Tablet.Desktop Design
- A/B Testing
- Product Research
- Visual Design
- UI Design
- Team Leadership
- Photoshop
- Pixelmator
- HTML / CSS

EDUCATION

University of California, Santa Barbara
Bachelor of Arts, History

CAREER OVERVIEW

Over 15 years experience as a **founding designer** in search, social media content, fintech and cloud data startups. I create simple and easy to understand interfaces for complex technical applications.

Typically placed within engineering teams, I engage in close cross-functional collaboration with product, engineering, marketing, senior executives, customers and more in addition to thorough traffic analysis and A/B testing.

> " ... a versatile and creative designer and a true team player. ... ability to create elegant designs for a complex technical product."
> **Co-Founder, OtterTune**

EXPERIENCE

BLUESKY DATA
Founding Designer   2023–2024, Menlo Park, CA

Cloud Data: As founding designer, I lead the design and evolution of user experience in the company's flagship product providing deep insights into data management by Snowflake and the resulting (often bloated) costs related to that usage.

OTTERTUNE
Head of Design   2022–2023, Pittsburgh, PA (Remote)

Cloud Data: As founding designer, I lead the redesign of the user-experience and user-interface of the company's flagship product optimizing a customer's Amazon RDS and Aurora database performance on AWS in order to reduce overall spending.

TRIPLE POINT LIQUIDITY
Head of Design   2021–2022, New York, NY (Remote)

Fintech: As founding designer, I lead the redesign of the user-experience and user-interface of the company's flagship product used by a variety of hedge funds and private equity firms in the onboarding of investors into their various funds.

TOPIX
Director of Product   2015–2020, Palo Alto, CA

Social Media / Advertising: Following a company pivot, I lead end-to-end UX design for its new content creation tools and the consumer content it generated (slideshows, quizzes, videos, articles, etc) for mobile web and desktop. Monthly traffic began in the thousands and peaked at 1.5 billion page views and 25 million unique users.

BLEKKO
Director of Design   2009–2015, Redwood City, CA

Search: As it's first full-time designer, I lead design and ideation for a search engine focused on providing spam-free search results for multiple categories of results (instead of just 10 blue links) for desktop, mobile web, smartphone and tablet apps.

> " .. more than just a designer, he is an artisan master of crafting the ideal user experience... will strive to understand the full scope of a user's journey so that the design of the experience actually improves the user's overall journey."
> **Head of Product, Triple Point Liquidity**

* Full job descriptions and recommendation quotes can be found on my LinkedIn profile.

* My portfolio contains examples of my work and project case studies.