

Daniel Swan

Senior Product Designer

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Summary

Strategic UX/UI Designer with a proven track record of leading **impactful, scalable** design solutions across enterprise ecosystems. Expert in crafting **user-centered** experiences, aligning cross-functional stakeholders, and driving operational efficiency through design systems and innovative interaction designs. Adept at **navigating complex challenges** and **delivering measurable results** that enhance customer satisfaction and business outcomes.

Work Experience

GEICO

Senior Product Designer

November 2023 to Present — Remote

- **Designs AI-driven agentic user experiences** that responsibly integrate generative AI into enterprise products, balancing customer needs, ethical considerations, and business goals.
- **Pioneers explainable AI design solutions** that demystify AI activity for users, enhancing transparency and building trust in AI-driven products.
- **Navigates the emerging AI landscape** by proactively researching generative AI and multimodal platforms, integrating these insights into UX/UI designs that align with business opportunities.
- **Develops scalable design components and workflows** within GEICO's design system, ensuring cross-channel consistency across responsive web and native mobile platforms.
- **Builds for human-centered design** by conducting user research, synthesizing findings, and iterating on solutions that address complex user workflows.
- **Consistently recognized by top design leadership** for advanced problem-solving, attention to detail, and delivering impactful, enterprise-level design solutions under tight deadlines.
- **Demonstrates high autonomy and ownership** by independently managing workload, defining and crafting advanced experiences from early concepts, and ensuring on-time delivery of high-quality designs.

Appfigures

Senior Product Designer / Design Engineer

November 2017 to May 2023 — New York, NY / Remote

- **Acted as a design lead**, taking ownership of end-to-end product strategy, design system development, and founder alignment on complex projects.
- **Integrated design and development expertise**, delivering production-ready HTML, CSS, and LESS alongside wireframes, prototypes, and visual designs to accelerate implementation and ensure cross-platform consistency.
- **Overhauled marketing and product design**, leveraging Sketch and Figma to help the company **gain over 100,000 new customers (+200%)** and secure clients like **Coca-Cola, Square Enix, and Fender**.
- **Founded and scaled the company's design system**, developing reusable components and scalable solutions that empowered a small team to deliver enterprise-grade results efficiently.
- **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.
- **Championed a design-led content strategy**, transforming sporadic blog posts into a multi-channel newsroom and educational hub with a +400% increase in viewership, solidifying the company's authority in the tech industry.
- **Established the company's reputation as an industry thought leader**, driving collaborations with brands like **BBC** and **Adidas** and facilitating high-profile events at venues such as **Twitter HQ NYC** and **Amazon AWS Startup Loft**.

DevTech Systems

Freelance Product Designer

May 2017 to November 2017 — Arlington, VA / Remote

- Designed and delivered analytics dashboards for government funding allocation, enabling more efficient distribution of foreign aid.
- Applied design thinking to create intuitive, interactive data visualization solutions tailored to diverse user needs.

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 more.
- 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

- Designed responsive web and mobile solutions for high-profile clients, driving usability improvements and enhancing customer satisfaction.
- Collaborated directly with clients to solve complex design challenges within constrained 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

Applying AI as a Tech Leader

LinkedIn – ID: [6e0d80bb5d9c9ec888416418a757d182b3e08857bab745ed9495c18421a6d65c](#)

September 2024

Career Essentials in Generative AI by Microsoft and LinkedIn

Microsoft – ID: [f9b0d162a4c3c52834f441a9dc9bbb9538974cc13e816lade20b33eb33503be8](#)

September 2024

Scaling Design Systems

Dribbble – ID 19735

September 2023

Conducting Usability Testing

The Interaction Design Foundation – ID 24134

September 2017

Additional Certifications can be found on LinkedIn: <https://www.linkedin.com/in/dnlswan/details/certifications/>

Skills

Enterprise Product Design, Generative AI Integration, Design Systems, Scalable UX Solutions, Interaction Design, Design Documentation, User Experience, AI/ML-Driven UX, Cross-Functional Collaboration, Human-Centered Design, Journey Mapping, User Personas, Prototyping, Wireframing, Visual Design, User Research, Data-Driven Design, Design Thinking, Ethical AI Design, Figma, High-Fidelity Prototyping, Advanced Design Workflows, Agile Design Processes, HTML, CSS, Digital Illustration, Graphic Design, Accessibility Design Standards (WCAG), Responsive 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.