

Daniel Singer

Design Systems Expert & Product Designer

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Hi there! I'm a senior design technologist and product designer with over 10 years of experience in web-based UX design and development—5 years working on design systems.

As a designer, I've worked with product and other stakeholders to architect new and updated experiences for the user, making decisions based on data and commonly-accepted best practices.

As a UX engineer, I worked most often with React to primarily build content, marketing, and conversion experiences. I've worked with Gatsby, SCSS, CSS-in-JS methods, and Tailwind CSS. I've also explored Hugo, Angular, and Vue.

I've started or helped mature on design systems at Offerpad, Smartsheet, and Zonar Systems, and consider it my main career focus, though I welcome opportunities to return to product work.

DESIGN SYSTEMS

USER EXPERIENCE

INFORMATION ARCHITECTURE

DESIGN TOKENS

CONTENT STRATEGY

STRATEGIC THINKING

A/B TESTING

CONVERSION UX

FORM UX

WIREFRAMING

PROTOTYPING

FIGMA

MIRO

REACT

GATSBY

HUGO

TAILWIND CSS

GIT

GITHUB

GITLAB

TYPESCRIPT

AZURE DEVOPS

JIRA

Experience

Senior Design Technologist

Zonar Systems

August 2022 – November 2023

Remote

Worked with the UX organization and product/engineering teams at Zonar to evaluate the current state of their design system (DSPLY) and pattern library and identify opportunities for improvement and development

Audited the Angular-based pattern library, documenting for the first time how every team used its components in their product work

Identified and pushed forward the need for a centralized Storybook instance to consolidate documentation for both UX and engineering, and provide isolated code specimens without the need for app deployment

Planned out how to more effectively use design tokens within the design system project, in both the Angular code as well as our Figma library

Worked with the design director on a comprehensive color framework overhaul, incorporating updated branding and design requirements as well as knowledge from the above audits

Design Technologist

Smartsheet

April 2021 – July 2022

Remote

Planning and content strategy for a documentation site for the Lodestar design system

Designing and building the documentation site in Gatsby alongside the UI Engineering team

Testing various design system React components in non-SPA (single page application) contexts using the documentation site

Planning and initial implementation of design token strategy, with a priority on colors

User Experience Designer & UX Engineer

Offerpad

July 2017 – May 2020

Chandler, Arizona

Designed, built, and maintained marketing site, Home Offer Request experience, and worked with engineering team on home listings experience

Wrote proposal for a complete revamp of Home Offer Request experience, including major changes to UX, architecture, user outcomes, and more

Worked closely with product manager on requirements and general experience of a self-service portal for home-sellers once they accepted our offer, including a significant audit and redesign of the transaction process between a home-seller requesting an offer to moving out of the home

Consultation and exploratory design on Offerpad mobile application

Initiated basic design system (Floorplan)

Front-end Designer / Developer

Axosoft (GitKraken)

February 2011 – October 2016

Scottsdale, Arizona

Primary webmaster (design and code) for Axosoft and GitKraken marketing sites

Worked on WordPress theme for Axosoft blogs, including writing a CSS framework to share code and design language between blogs and marketing sites

Produced graphical assets for GitKraken application launch

Participated in Axosoft product redesign for version 16 launch

Various other marketing, graphic design, and social media tasks

Bachelor of Arts, Marketing

August 2006 – May 2010

W.P. Carey School of Business, Arizona State University