

DANIEL DOUGLAS

PRODUCT DESIGNER, DESIGN SYSTEMS

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EXPERIENCE

SENIOR DESIGNER, DESIGN SYSTEMS — Apple

2022 - 2023

Led fellow designers in the creation of holistic, elegant design systems with a high degree of polish and attention to detail. Audited current implementations and identified potential areas for simplification and improved consistency. Collaborated with cross functional teams to iterate on design options and ensure designs work within given limitations. Communicated flexibilities and limitations throughout the design and development process.

HEAD OF DESIGN — Mainline

2021 - 2022

Provided creative vision and direction to the entire design team. Mentored and coached team members to enhance their skills and performance. Collaborated with marketing, product development, and engineering to integrate design into the overall business strategy. Oversaw the planning, execution, and delivery of design projects. Presented design concepts and strategies to executives and other stakeholders. Managed the design system and icon library.

SENIOR PRODUCT DESIGNER, DESIGN SYSTEMS — Mainline

2020 - 2021

Collaborated with product managers, engineers, and other designers to understand product requirements and translate them into design system components. Gathered feedback from users and stakeholders to iteratively improve and refine the design system. Prototyped designs for features and interfaced with product management and the development team to ensure designs were accurately delivered.

SENIOR PRODUCT DESIGNER — Higher Education

2015 - 2020

Responsible for the design and user experience of numerous digital product offerings. Redesigned websites, landing pages, and internal tools using data and analytics to inform design decisions. Collaborated with cross functional teams to drive project alignment. Handled project intake, guided fellow designers, and managed project deadlines.

CO-FOUNDER & LEAD PRODUCT DESIGNER — IAM-CARE

2010 - 2013

Delivered creative leadership and helped transform ideas and concepts into high-quality, implementation-ready designs. Wireframed and prototyped mobile and desktop application experiences. Provided creative marketing and design counsel to the technology team.

ACCOMPLISHMENTS

Redesigned a multi-site school finding tool, resulting in a 22% growth in conversion rate

Created a universal design system for site building, reducing build-time by 50%

Contributed to the success of HigherEducation through user experience updates and conversion optimization, eventually resulting in its multi-million dollar sale

Co-founded and led the design and user experience of a healthcare tech startup, helping secure 2M in seed funding

EDUCATION

STEPHEN F. AUSTIN STATE UNIVERSITY

Digital Media

SKILLS

Design Systems

High Fidelity Design

Prototyping

Personas

Wireframing

Storyboarding

User Interface Design

User Research

TOOLS

Figma

Sketch

Principle

Adobe Photoshop

Adobe Illustrator