

Daniel Day

Product Designer

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Royal Palm Beach, FL

PROFESSIONAL SUMMARY

Product Designer with 10+ years of experience designing high-traffic consumer products across web, iOS and Android. Specializing in interaction design, visual design, and AI workflows, with a proven track record leading 0 to 1 initiatives and shipping solutions with measurable business impact. Strong partner to product and engineering, translating complex, ambiguous workflows into intuitive, scalable systems.

EXPERIENCE

Lead UX/UI Designer - Total Wine & More / Boca Raton, FL - Oct 2023 – Feb 2026

- Designed conversion rate optimization tests driving \$10.6M+ in combined annualized app sales, including PDP parity (\$4.1M), social proofing (\$2.7M), and checkout optimizations (\$3.8M).
- Led mobile app account redesign from discovery through launch, uncovering a 46% task failure rate via tree testing that informed IA decisions — achieving 100% success / 92% directness in validation.
- Led cross-functional navigation redesign leveraging AI prototyping to improve developer handoff, delivering a Phase 1 launch with flexible dynamic content control for merchandising teams.
- Led design for the PDP bottle engraving rollout, which exceeded internal sales projections by over 15%.
- Built custom Figma plugins adopted by the UX team, introduced AI prototyping into testing workflows, and led weekly cross-functional app syncs across product and design.

Senior UX/UI Designer - PeakActivity / Boynton Beach, FL - Apr 2021 – Oct 2023

- Designed a next-generation CMS page builder and SaaS commerce platform, enabling B2B/B2C + enterprises to effortlessly manage their digital experiences.
- Handled multiple eCom and service design clients at one time and continuously shipped everything from full end-to-end software designs, full web/mobile sites to simple UX feature updates on numerous sites.

Design Lead - CreativeMMS / Philadelphia, PA - Jan 2019 – Apr 2021

- Lead the design of all agency digital projects ranging from complex WordPress eCom websites to smaller bespoke websites.
- Worked with a diverse, multi-faceted team of designers, copywriters, developers and strategists to create optimal websites and user experiences.

Frontend Designer - PaperStreet / Fort Lauderdale, FL - Mar 2017 – Aug 2018

- Worked as a frontend web developer & designer building custom WordPress websites. Go to person for any complex design implementation issues and while bridging the gap between the design and development teams.

Senior UX/UI Designer - Achieve / West Palm Beach, FL - Nov 2015 – Jan 2017

Senior Web Designer - CreativeMMS / Philadelphia, PA - May 2015 – Nov 2015

Web Designer - Forte Interactive / West Palm Beach, FL - Feb 2012 – May 2015

EDUCATION

Art Institute of Fort Lauderdale - Fort Lauderdale, FL - 2003 – 2007

- BS, Graphic Design

SKILLS, TOOLS & TECHNOLOGY

Visual Design, UX/UI Design, Design Systems, Information Architecture, User Research, Usability Testing, Wireframing, Prototyping, Motion Design, Accessibility, CSS/HTML, Figma, Adobe Suite, Jitter, MagicPath, Framer, GitHub, Netlify, Vercel, Supabase, Cursor, Claude Code, n8n, AI Workflows