

Daniel Singer

Design Systems Expert & Product Designer

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Hi there! I'm a senior design technologist and product designer with nearly 15 years of experience in web-based UI/UX design and development, and over 5 years working on design systems and CSS frameworks.

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 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

GRIFFEL

GIT

GITHUB

GITLAB

TYPESCRIPT

AZURE DEVOPS

JIRA

Experience

For complete details, please visit my [Linkedin page](#).

UX Engineer

Microsoft
April 2024 - June 2025
Remote

UX engineer on the ModeDS team, working between design systems (Fluent Design System, SharePoint Design System) and product (SharePoint, OneDrive, and Teams).

Fluent design token, theming integration, and SASS refactoring in OneDrive and Teams

Auditing elements and components across the SharePoint product, for the benefit of designers and engineers

Prototype work both within the SharePoint product and in standalone React app, enabling design partners to validate their designs and engineering partners to estimate and plan product work

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. This included an audit of their Angular-based pattern library, documenting for the first time how every team used its components in their product work

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 work

Design Technologist

Smartsheet
April 2021 - July 2022
Remote

Planning and content strategy for a documentation site for the Lodestar design system. Designed and built 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. Initiated basic design system (Floorplan)

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

Front-end Designer / Developer

Axosoft (GitKraken)
February 2011 - October 2016
Scottsdale, Arizona

Primary webmaster (design and code) for Axosoft and GitKraken marketing sites, including developing Wordpress theme for Axosoft blogs, with a CSS framework to share code and design language between blogs and marketing sites. Also produced graphical assets for GitKraken initial release, contributed redesign explorations for Axosoft product, and various other marketing and graphic design tasks.

Bachelor of Arts, Marketing

August 2006 - May 2010

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