Daniel Singer

Product Designer & Design Technologist

Chandler, Arizona
daniel@chilblane.com
github.com/chilblane
portfolio: chilblane.com

Hi there!

I'm a product designer and design technologist with extensive experience in marketing websites and conversion forms. I also focus on design systems and branding, information architecture, and visual design.

Development-wise, I have some experience with React, Sass, Javascript build tools like Webpack and Grunt, and static generators like Hugo and Jekyll. I do not consider myself a programmer, but aim to ensure good design translates into good code and a good user experience for the end user.

Specialities

UX ideation

Work with product and other stakeholders to architect new and updated experiences for the user, making decisions based on data and commonly-accepted best practices.

UX/UI web design

Design and build websites using a variety of tools and languages, including Figma, Adobe XD, React, Sass, Webpack, Wordpress, Hugo, and more.

Design systems

Collaborating with developers, branding, and product to plan out effective, flexible design systems that work in both prototype and code contexts.

Experience

Offerpad Jul 2017 – May 2020

UI/UX Designer (and UI Developer) | Chandler, Arizona

Based in the technology department, I worked with our web development and our marketing department on creating great digital experiences for our customers looking for the best way to sell and buy their homes.

At Offerpad, I established our design system, prototyped a new React-based approach to building experiences, and consistently work to ensure the best development experience for our JavaScript software engineers working on web projects. I contributed to the design and development of our offer experience, our marketing website relaunch, and our new request offer experience, which has led to significant boosts in our company metrics.

My responsibilities also included pure UX/product strategy work, helping to wireframe and map out flows for upcoming projects. My tooklit included Whimsical, Lucidchart, and Figma, as well as Visual Studio Code and Fork.

Axosoft Feb 2011 – Oct 2016

Front-end Designer and Developer | Scottsdale, Arizona

Oversaw the development and maintenance of product websites at Axosoft. Primarily, improved website functionality, design, and content to meet marketing goals. This everyday front-end work included working with HTML, CSS (as Stylus preprocessing language), and JavaScript, both vanilla and jQuery. As the primary maintainer, designed and iterated on processes to keep these websites easily updated by any member of the team. This included working with concepts and technologies such as Grunt, node.js, Git, Git-flow, CSS frameworks and style guides, and more. Designed a central CSS framework ("Axostyle") for these sites that is now used in product as well. Also involved in various other aspects of marketing, including content strategy, graphic design, branding, social media management, and more.

Tools & Technologies

- HTML
- CSS & Sass
- React & JSX
- TypeScript
- Webpack & NPM Scripting
- Git
- Bootstrap
- Hugo and Wordpress

- Figma
- Adobe Photoshop, Illustrator, & XD
- Whimsical
- Visual Studio Code
- Fork
- zsh & iTerm
- GitHub
- Azure DevOps (Boards & Repos)