

Daniel Singer

UX Strategist / Product Designer / UI Engineer

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Chandler, Arizona

Summary

UX strategist and architect and UI engineer with a background in marketing and conversion design. I also focus on design systems and branding, information architecture, and product management.

Areas of focus

UX research and 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, Illustrator, React, Sass, Webpack, Wordpress, 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 – present)

UX/UI Designer | Chandler, Arizona

Based in the technology department, I work with our product managers, web and mobile development teams, and other stakeholders to design and deliver great digital experiences for our customers looking for the best way to buy and sell 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 continually contribute to the design and development of our offer experience, our marketing website, and our home-buying website, which has led to significant boosts in our company metrics.

Axosoft (Feb 2011 – Oct 2016)

Web Designer/Developer and Marketing Coordinator | 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.