Daniel Heintzman

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Experience

Entrepreneur First
Toronto, ON
09/2020-Present

Entrepreneur in Residence
Designing, prototyping and testing pre-product market fit ideas with potential customers.

Chapter One
Los Angeles, CA
06/2020-09/2020

Product Designer in Residence
Lead designer for new product offering that ended up being featured on TechCrunch. Designed an experiment which gained a 500+ person waiting list.

Facebook
Menlo Park, CA
09/2019-11/2019

Product Designer, Growth
Led key efforts on the first redesign of account recovery on Facebook.com in over five years. Designed experiments that improved Facebook user visitation metrics.

Mailchimp
Atlanta, GA
08/2018-12/2018

Product Designer, Innovation
Prototyped, proposed and successfully received executive approval for two original product offerings to be escalated to cross-functional teams for development.

Robinhood
Palo Alto, CA
01/2018-04/2018

Product Designer
Led the design for new product feature 'Collections' which launched on iOS and Android. Designed features for new offerings like Robinhood Crypto and Robinhood.com.

Atomic
San Francisco, CA
05/2017-08/2017

Product Designer in Residence
Redesigned mobile app homescreen which resulted in a 5x improvement in user conversion. Designed multiple new company concepts.

Education

University of Waterloo
Ontario, Canada

BASc, Honors Systems Design Engineering (Distinction)
Human-Computer Interaction Specialization

Tools

Figma	Principle	HTML/CSS
Sketch	React	JavaScript
Adobe CC	Framer	XCode

Process

Interactive Prototyping	User-Flow Mapping	Cross-Team Collaboration
Visual Design	Information Architecture	Stakeholder Management
Usability & User Testing	UX Research & Validation	Planning & Communication