

Daniel Heintzman

www.danielheintzman.com
www.linkedin.com/in/danielheintzman
daniel.mc.heintzman@gmail.com
(647) 527-1256

Experience

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 for a new product 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.

Sprout

Toronto, ON
09/2016-12/2016

Product Designer

Designed core features for mobile app including health goal creation and posting to news feed. Designed new personalized user onboarding flow.

Education

University of Waterloo
Ontario, Canada

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

Tools

Figma
Sketch
Adobe CC

Principle
React
Framer

HTML/CSS
JavaScript
XCode

Process

Interactive Prototyping
Visual Design
Usability & User Testing

User-Flow Mapping
Information Architecture
UX Research & Validation

Cross-Team Collaboration
Stakeholder Management
Planning & Communication