Dan Root
Senior UX Product Designer

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WORK HISTORY

Walmart

Sr. Product Designer / Sept 2020 – Dec 2024

Omni Experience Services Team

- Partnered with Product, Engineering and Business stakeholders across departments on multiple initiatives to increase customer engagement and business revenue.

- Led design of "Fitment" experience for native and web platforms within the Auto Care Center business – helping customers find tires and parts that fit their vehicle.

- Led design of Wireless customer facing and associate-facing applications within the Entertainment business – helping customers easily purchase a phone with a wireless plan.

- Contributed to mass overhaul of Walmart apps with the goal of unifying their grocery and online fulfillment experiences into a single application called "Glass". Owned design for multiple feature teams within Search, Marketplace, and Comms.

- Collaborated with design peers to ensure all designs are usable, adhere to global system, and support accessibility.

Uber

Sr. Product Designer / Mar 2020 – Jun 2020 *(Contract)*

- Owned end-to-end design for new product features in Vehicle Supplier Portal. Created interactive dashboard where fleet owners could manage their business and analyze performance.

- Prototyped complex interactions using internal React JS framework and data viz library.

- Conducted remote user research to inform and validate design decisions based on interactive prototype.

Deloitte. Digital

Sr. UX Engineer / Apr 2013 – Aug 2019

- Led UI/UX design for REI Snow Report iOS and Android apps.

- Defined and maintained responsive web style guides to create scalable design systems from re-usable UI components.

- Collaborated with UX team to design and develop prototypes of interactions as proof of concepts.

- Contributed additional UI design and Illustration to client pitches and internal projects; helping to win business contracts.

- Organized lunch and draw illustration events and musical jam nights with co-workers to foster creativity and collaboration.

EDUCATION

SUNY New Paltz

Bachelors in Design and Visual Communications
2002 – 2006

Majored in graphic design history, theory, and practice. Concentration on interaction design and web standards.

SKILLS

Accessibility

Animation

Design systems

Front End Development

Information Architecture

Illustration

Interaction Design

Mobile Design

Prototyping

Responsive Web Design

Sketching

Storyboarding

User Centered Design

User Research

Visual Design

Wireframing

TOOLS

Adobe

Figma

Jira

Github

Notion

Sketch

VS Code