

# Danilo K Quilaton Jr.

## MAKER OF THINGS

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I'm a multidisciplinary design leader with experience across product design, UI/UX, branding, and front-end development. I've built and led design teams, established scalable design systems, and driven strategy through user research and hands-on execution. My work spans early-stage concept development to full-scale product experiences, with a focus on simplifying complex workflows, enhancing user engagement, and supporting business growth through thoughtful, user-centered design.

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## DESIGN MANAGER

**Twitch | December 2022 - February 2024**

I lead a team focused on helping streamers get started, discover features at the right time, and grow with less friction. Drove design strategy, fostered cross-functional collaboration, and supported a team culture that prioritizes user needs, enabling creators to focus more on content and less on stream management.

## SENIOR PRODUCT DESIGNER

**Twitch | May 2017 - December 2022**

Focused on empowering new and existing streamers by creating intuitive, well-timed experiences that help them learn how to stream and make the most of Twitch's features. My work centered on reducing the complexity of stream setup and management, enabling creators to focus more on content and community. By designing contextual guidance, onboarding flows, and smart tools, I helped creators grow their audiences while building confidence and independence on the platform.

## LEAD PRODUCT DESIGNER

**Chargify (now Maxio) | June 2016 - May 2017**

As Chargify's second design hire, I built the foundation for the company's design practice, from defining processes to creating systems that scaled with the product. I designed and coded Chargify's first design library from the ground up, introducing a cohesive, reusable UI framework that improved design consistency and development efficiency across the platform. My work focused on improving subscription management tools, making complex workflows simpler and more intuitive for users.

## SENIOR PRODUCT DESIGNER

**Ignite by Adecco | April 2013 - June 2016**

At Ignite, Adecco's research and development lab, I led end-to-end design across multiple early-stage products focused on streamlining recruiting workflows, exploring new markets, and scaling innovative ideas into viable tools. My role spanned the full product lifecycle, from conducting field research to uncover user needs, to driving design strategy based on those insights. I was responsible for designing intuitive product experiences, crafting unique brand identities for each initiative, and coding the full front-end to bring these concepts to life. Working in a fast-paced, experimental environment, I helped turn abstract ideas into real, user-driven solutions that supported Adecco's long-term innovation goals.

## UI DESIGNER / UX DEVELOPER

**Path.to | January 2013 - March 2014**

At Path.to, a startup focused on matching job seekers with employers much like a matchmaking platform, I designed user interfaces that prioritized clarity and engagement to simplify the job matching process. I developed seamless, intuitive user experiences that helped both candidates and employers connect efficiently. Combining UI design with front-end development, I built interactive features that enhanced usability and drove user satisfaction, helping the platform grow its active user base in a competitive market.

## DESIGN DIRECTOR

**AppSoft Development | September 2012 - January 2013**

As Design Director at a full-service branding agency, I led creative and digital design efforts for major clients including Ford, Hyundai, and Pilot. I developed strategic branding initiatives and marketing assets that maintained strong brand consistency and delivered measurable impact. My team spearheaded UI/UX projects focused on improving user engagement and streamlining digital experiences.

## LEAD DESIGNER

**Fanatics | June 2008 - September 2012**

At Fanatics, I advanced from creating static ad banners to leading a design team that crafted distinctive e-commerce experiences for major brands like the NFL, MLB, Chicago Bulls, and Oregon Ducks. I contributed to digital and print assets for large-scale retail campaigns and built a design team focused on innovation and scaling operations to support business growth.