Daniel Letson

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Education

Carnegie Mellon
BFA, Industrial Design
Magna Cum Laude
Spring 2008

Skills

User Experience Design
User Research
Web Accessibility
Data Visualization
Market Research
Information Architecture
UX Writing
Agile Development

Figma
Adobe CC
Affinity Photo/Designer

HTML5 / CSS3
JS / ECMAScript
Node / NPM
ReactJS
D3JS
Git

Objective

I design digital products with integrity, based on a user-centered research process and 10+ years of experience building both on the web and IRL. I specialize in simple, scalable designs with a keen eye for detail and a knack for non-standard solutions.

Experience

Fluxx Labs · Senior Product Designer · 2019 – 2024

Directed product design efforts at a leading SaaS platform for nonprofits

- Brought a B2C product from free beta to paid subscription model, achieving profitability within 6 months
- Launched 16 major productivity features to over 30k users at many of the most prominent organizations in US philanthropy
- Built the company's first UI design system, cutting dev time for new features by 20%
- Owned and administered web analytics company-wide
- Mentored a junior designer for 2 years

Turnitin · Web Lead, Marketing · 2013 – 2019

Lead design, planning, and development for a global marketing team in Ed-Tech

- Redesigned and developed the company's flagship marketing website, with millions of monthly visitors across 12 regional sites
- Single-handedly built a new global CMS and architected a build/release scheme
- Launched the company's first data-driven marketing campaign and built bespoke data analysis tools for salespeople

Klassik Living · Design Contractor · 2010 – 2013

Contractor for an upscale reseller of vintage Danish modern furniture

- Designed and built an online store, including branding, merchandising, and web marketing

Zarganis, Inc · Woodworker · 2008 – 2010

Apprentice to a master woodworker

- Designed, engineered, and fabricated custom furniture and architectural elements, including work on a LEED Platinum Certified office suite

CREATE Labs · Product Designer · 2007

Intern for an educational robotics program

- Designed and prototyped interactive robotic devices
- Developed curricula, lead in-person learning events, and conducted user testing workshops

Volunteering

Internet Archive · Web Developer · 2016

Front-end development and data visualizations for the Political Ad Archive

KALX Berkeley · Music Director · 2014 – 2016

Managed student and community volunteers and liaised with industry representatives on behalf of one of the most venerable radio stations in the country