Danny Wiser

Senior Product Designer

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SUMMARY

Seasoned Senior Product Designer based in Longmont, CO with 7+ years of experience building scalable B2B/SaaS platforms and design systems. Self-starter who can synthesize user feedback, qualitative research and analytical methods to identify high impact product improvements. Strong background in computer science, very proficient with AI-native prototyping tools and bridging UX expertise with modern front-end engineering frameworks.

EXPERIENCE

Product Designer — Oct 2024 - Feb 2026

Buildertrend, Omaha, NE (Remote)

- Increased mobile and web payment volume by 65% and 15% respectively by redesigning high-impact conversion touchpoints and streamlining the checkout flow.
- Spearheaded product optimization by analyzing Customer Advisory Board feedback, identifying key friction points and translating insights into three validated feature enhancements.
- Cut concept-to-prototype cycle time by 40% by introducing AI-assisted workflows to pressure-test 15+ complex user flows with engineering before handoff.

UX Designer II — Jan 2024 - Oct 2024

Nebraska Furniture Mart, Omaha, NE (Hybrid)

- Built a mobile-first Figma design system mapped to Storybook and Confluence, cutting handoff errors by 50% via cross-functional workshops.
- Synthesized Adobe Target analytics and usability research to resolve multi-step flow friction, increasing task-completion rates.
- Proactively audited end-to-end journeys and feedback to ship responsive, accessible UI fixes directly with engineering.

Senior Product Designer — Jun 2023 - Jan 2024

Fusion Medical Staffing, Omaha, NE (Hybrid)

- Architected a user-centered design system, defining 100+ reusable components that accelerated prototyping cycles and cut design handoff errors by 50%.
- Partnered with engineering via Figma and Confluence to hand off high-fidelity mockups, ensuring precise implementation and minimizing revisions.
- Presented interactive prototypes built in Figma, incorporating user research insights and personas in order to secure stakeholder approval.

UX Designer — Jan 2021 - May 2023

Spreetail, Lincoln, NE (Remote)

- Engineered scalable design systems for both mobile and desktop, boosting component reusability by 65% and drastically reducing feature development time.
- Streamlined the handoff process by facilitating the rollout of new design-to-dev standards in Figma and Confluence.
- Mapped user pain points across 100+ sessions recorded via Google Analytics; delivered targeted updates that enhanced overall usability, resulting in a 30% uptick in user retention over a three-month period.

Onboarding Specialist, Onboarding Strategist, Onboarding Team Lead — Nov 2016 - Jan 2021
Flywheel, Omaha, NE (Hybrid)

- Engineered a streamlined onboarding experience for high-value users, decreasing onboarding time by 65% and increasing our monthly onboards from 150-600.
- Served as the most senior advocate of user experience across all product teams, ensuring consistent and intuitive design principles were implemented.
- Developed and led 12+ technical GDPR/data privacy training sessions for new hires, achieving a 95% positive feedback rating.

UX/UI Designer — Mar 2016 - Nov 2016
ATS Secured, Omaha, NE

- Owned the platform's design from sketches through wireframes to high-fidelity prototypes using Sketch, HTML, & CSS, ensuring a cohesive visual language across the product.
- Unified UI components and eliminated design inconsistencies by building a scalable design system, transitioning platform assets from Photoshop to Sketch.
- Developed user personas and journey maps with Figma to capture user behavior, helping the team prioritize features and improve the overall user experience.

SKILLS

Design Systems Architecture, AI-Assisted Design & Prototyping, User Research & Usability Testing, Front-End Engineering Concepts, Cross-Functional Collaboration, Technical Communication, Complex Problem Solving, Web & Mobile Responsive UX/UI, Graphic Design, Typography, & like a bunch more.

TOOLS & TECH

Figma, Sketch, XD, Illustrator, Photoshop, Affinity, FigJam, Jira, Confluence, Storybook, Figma Make, Lovable, Claude, HTML/CSS, React/JS Concepts, & probably some more I'm sure.

EDUCATION

Metropolitan Community College — Omaha, NE
Associates in Computer Science, 4.0 GPA — Sep 2013 - Nov 2015