

# Daniel Letson

daniel.letson@gmail.com  
daniel-letson.com  
203.470.2639

## 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

## Summary

I'm a full-stack product designer with 7+ years experience doing everything from user research to building coded prototypes. I deliver simple, scalable solutions for data-heavy products in B2B SaaS with a background in productivity tools and EdTech.

## 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 EdTech

- 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