

# Daniel Letson

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Full-stack product designer with 8+ years of experience, doing everything from user research to front-end engineering. Delivering simple, scalable solutions for data-heavy products in B2B SaaS with a background in productivity tools and EdTech.

## Professional Experience

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End of an Era AI, Remote 2024 – Present

**Founding Product Designer** - Led product strategy and UX for a startup developing agentic AI-powered estate planning and settlement

- Conducted competitive research, developed user personas & key workflows
- Developed a comprehensive UI design system, plus branding and copy guidelines
- Designed hundreds of screens for interactive prototypes and marketing assets

Fluxx Labs, San Francisco, CA 2019 – 2024

**Senior Product Designer** - Directed product design for the #1 SaaS platform for nonprofit grant management

- Brought a B2C product from free beta to paid subscriptions, achieving profitability within 6 months
- Launched 16 major productivity features to over 30,000 users at many of the most prominent organizations in US philanthropy
- Spearheaded the company's first UI design system, cutting dev time for new features by 20%
- Lead a platform-wide WCAG web accessibility initiative, achieving 2.2 compliance in 6 months
- Mentored a junior designer for 2 years, leading weekly feedback sessions and design sprints

Turnitin, Oakland, CA 2013 – 2019

**Lead UX Designer, Marketing** - Led design, planning, and development for a global marketing team in Ed-Tech

- Rebranded and developed the company's flagship marketing website, with millions of monthly visitors across 12 regional sites
- Single-handedly engineered a new global CMS and CI/CD scheme to decrease release time for marketing content by up to 90%
- Launched the company's first data-driven marketing campaign and designed bespoke interactive data analysis tools for salespeople, with 80% adoption for renewal conversations in the first year

Klassik Living, Berkeley, CA 2010 – 2013

**Design Contractor** - Managed branding and merchandising for an upscale reseller of Danish modern furniture

- Built and maintained an online store, including branding, merchandising, and web marketing. Outbound digital marketing efforts increased in-store traffic by up to 15%

Zarganis, Inc, Pittsburgh, PA 2008 – 2010

**Woodworker** - Apprenticed under a master craftsman with 40+ years experience

- Drafted, engineered, and fabricated custom furniture and architectural elements from reclaimed materials. Completed 12 major projects, including 2 LEED certified commercial buildings

Room & Board, Minneapolis, MN 2008

**Design Intern** - Conducted product and marketing research for a veteran furniture manufacturer

- Researched new product categories and fabrication techniques to support green initiatives

CREATE Labs, Pittsburgh, PA 2007

**Program Designer** - Developed an educational robotics program

- Prototyped interactive robotic devices for civic engagement with environmental issues
- Developed curricula, lead 12 in-person learning events, and conducted 4 user testing workshops

## Education

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Carnegie Mellon University

**BFA, Industrial Design**

- Graduated Magna Cum Laude, member of Activities Board, coordinating performances on campus

## Skills & Other

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Skills: UX Design, User Research, Web Dev, Web Accessibility, Data Visualization, Information Architecture

Technical: Figma, Adobe CC, HTML / CSS, Node / NPM, ReactJS, D3JS, Git, Storybook

Volunteering: Web development volunteer at Internet Archive, Music Director at KALX Berkeley