

DANA KRUEGER

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Lead-Level Product Designer | Enterprise SaaS • Platform Modernization • Design Systems

Senior Product Designer with 12 years of experience designing complex SaaS platforms across EdTech, insurance, and ecommerce. I specialize in simplifying workflow-heavy, multi-role systems into intuitive, scalable experiences that drive operational efficiency and confident decision-making. Known for leading discovery, partnering closely with Product and Engineering, and shipping high-impact features in fast-moving environments.

EXPERTISE

Enterprise SaaS • Complex Workflows • Product Strategy • User Research • Information Architecture • Prototyping • Design Systems • Accessibility (WCAG) • Cross-Functional Leadership • Mentorship

TOOLS

Figma, FigJam, Adobe Creative Cloud • Maze, Heap, Looker, LogRocket • Jira, Confluence, Slack

PROFESSIONAL EXPERIENCE

Hudl (American Football, FocusReplay)

April 2026 – Present

Global sports technology platform serving coaches, athletes, and teams across multiple sports

Senior UX Designer - remote

- Lead experience design initiatives across Hudl's football ecosystem, balancing legacy product parity with modern platform goals while creating scalable solutions that extend across sports
- Drive workflow improvements across post-game coaching experiences, reducing friction and improving efficiency for analysis, review, and decision-making tasks
- Shape large-scale initiatives focused on in-game statistics collection, defining experiences for live data capture, pre-game setup, and stat-keeping workflows
- Partner within a rapid experimentation micro-squad of Product, Design, and Engineering, shipping customer-facing improvements in weekly cycles
- Collaborate directly with engineers using AI-assisted prototyping and front-end experimentation to accelerate validation, iteration, and delivery
- Influence platform-wide design decisions through scalable interaction patterns, reusable workflows, and customer-centered modernization efforts

SchoolStatus (Classic, Connect, Attend)

March 2023 – April 2026

EdTech platform supporting 22M students across thousands of school districts

Senior Product Designer - remote

- Led end-to-end experience design across enterprise SaaS products serving 50K+ educators within a \$48M+ multi-product platform
- Partnered with Product and Engineering to define, prototype, and ship 18+ major features across complex, multi-role workflows spanning desktop and mobile
- Conducted discovery research and usability interviews to understand operational workflows and user pain points
- Contributed to platform migration strategy driving adoption growth (20% year one, 40% year two)
- Advanced shared interaction patterns and design system standards to improve scalability and implementation efficiency
- Mentored designers, facilitated critique, and influenced product direction through cross-functional leadership and stakeholder alignment

Vault Innovation

May 2022 – February 2023

Digital solutions agency delivering SaaS and platform experiences

Product Designer - remote

- Led end-to-end design of a pet insurance SaaS platform from discovery through launch
- Defined complex workflow architecture supporting policy management, billing visibility, and coverage interpretation
- Designed dashboards translating financial and operational data into actionable system views
- Established scalable design system and component standards enabling rapid iteration
- Delivered high-fidelity prototypes aligning stakeholders and accelerating engineering delivery

Marco Promotional Products

June 2016 – May 2022

Multi-sided ecommerce platform for promotional products

Senior Designer - Wisconsin

- Led UX improvements across high-complexity purchasing workflows
- Designed multi-step configuration tools requiring structured information architecture and interaction modeling

Berkshire Hathaway Travel Protection

May 2014 – October 2015

New travel insurance division

Designer & Brand Specialist - Wisconsin

- Sole designer supporting launch of new insurance product line
- Designed digital purchase flows and onboarding experiences

Dana Leigh Design

January 2014 – present

Personal design consultancy

Designer & Owner - Remote

- Delivered digital product and brand design solutions for small business and startup clients.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts (BFA)

University of Wisconsin - Stevens Point

Professional Development: Product School AIC™, UX Writing Hub, ELVTR AI Product Design, Deque Accessibility, Config, ProductCon, Adobe MAX