

Bryce Daniel — Product Designer

bryce.design

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Experience

Snackpass

Staff / Founding Product Designer • Aug 2019 – Now

- Led design for **Kiosk**, a self-ordering system processing **1M+ orders/month** across **800+ locations**, balancing speed, usability, and conversion optimization.
- Collaborated with product and engineering to build and scale **SnackOS**, a multi-app restaurant point of sale, streamlining operations for **170+ stores**.
- Built and maintained Tidbit, a comprehensive **design system**, reducing design & engineering time while ensuring consistency across products.
- Created Guest App, an ultra-visual **tableside tablet ordering product** that became a key switching factor for dine-in restaurants interested in Snackpass.
- Developed **AI workflows** for design efficiency, from deep research and rapid prototyping to AI-driven design critiques.
- Explored AI agent and chat-based interfaces to handle tedious dashboard tasks and automate social media marketing for restaurants.

Pathrise

Senior / Founding Product Designer • Oct 2018 – Aug 2019

- Designed and launched a **student learning platform**, enabling advisors to assign tasks, take notes, and share resources with thousands of job seekers.
- Shaped long-term product strategy with founders, ensuring scalable UX solutions.
- **Mentored 50+ designers**, helping them land roles at WeWork, Atlassian, Walmart, and Google.
- Drove engagement through data-backed design, achieving a **+12% increase in sessions per user** and a **+62% increase in session duration**.

Airbnb

Multidisciplinary Product Designer • Jun 2016 – Oct 2018

- Designed and prototyped in-app merchandising for **Airbnb Experiences**, improving visibility and comprehension for **150M+ users**.
- Developed motion and web launch assets for **Airbnb Plus**, refining visual storytelling for a curated collection of verified homes.
- Created Experience trailers, setting content benchmarks for **500+ launch videos**.

Nubko

Co-Founder, Product Designer • Jan 2015 – Feb 2018

- Built a **collaborative platform for 3,000+ artists**, leading branding, web design, and product iterations.
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Skills & Tools

- **Research & Strategy** — AI Deep research, conducting user interviews, competitive analysis
 - **Product & UX Design** — Wireframing, rapid prototyping, motion design, interaction design, visual design, design systems building, AI generative prompting
 - **Tech Stack** — Figma, Framer, Blender, Linear, ChatGPT, Midjourney, Spline, Rive
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Education

- **Vassar College** — B.A. in Film, May 2017
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Craft & Curiosity

Revised Mar 2, 2025