

Daniel Le

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WORK EXPERIENCE

Product Designer - B2B/B2C Real Estate SaaS

February 2023 – Present

SentriLock, West Chester, OH

- Built the company's first design system, defining components, tokens, and usage documentation now used by 3 designers and 20+ engineers across web and mobile, replacing ad hoc UI decisions with a shared standard.
- Owned design for a full product redesign spanning two platform migrations, PHP to Angular on web (delivered over 12 months) and native to Flutter on mobile (in progress), sequencing component delivery against engineering sprint capacity to keep both tracks unblocked.
- Introduced design QA as a formal pre-release step through Testflight, reviewing builds against spec and documenting acceptance criteria with engineering, saving 96 developer hours per quarter in rework and clarification cycles.
- Established the company's first in-person user research practice, running moderated sessions that surfaced navigation inefficiencies among older users that analytics and internal assumptions had missed.
- Designed and specified motion patterns for web and mobile, documenting timing, easing, and state transitions so engineering could implement without iteration loops.
- Presented design strategy and tradeoffs to executive stakeholders, translating research findings and system decisions into terms that supported business prioritization.

Interaction Designer - B2C Multi-Market

December 2021 – February 2023

Nebo Agency, Atlanta, GA

- Designed and launched 36+ monthly Salesforce site variants (holiday, promotional, product-focused), driving 14% increase in sales page adoption.
- Designed 20+ accessible forms, navigation systems, and survey variants (WCAG 2.1 AA compliant) serving 4M+ monthly users across law, healthcare, museums, and e-commerce sites reducing accessibility concerns.
- Redesigned user workflows and error handling, boosting successful submissions by 34% and recovering \$30K in abandoned transactions in the first 6 months.

EDUCATION

University of Cincinnati

2021

Bachelors of Science, Information Technology – Cincinnati, OH

SKILLS & TOOLS

Figma, Rive, Lottie, Adobe Creative Suite, Canva, Sketch, Klaviyo, Rally, Pendo, Microsoft Clarity, BrowsterStack, Testflight, Framer, HTML/CSS, Design Systems, Design Tokens, Google Analytics, Confluence, Claude