

**Dan Root**

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Senior UX Product Designer

## WORK HISTORY

### Walmart

Sr. Product Designer / Sept 2020 – present

#### Omni Experience Services Team

- Partnered with Product, Engineering and Business stakeholders across departments on multiple initiatives to increase customer engagement and profits.
- Led design of “Fitment” experience for native and web platforms within the Auto Care Center business – helping customers find tires and parts that fit their vehicle.
- Led design of Wireless customer facing and associate-facing applications within the Entertainment business – helping customers easily purchase a phone with a wireless plan.
- Contributed to mass overhaul of Walmart apps with the goal of unifying their grocery and online fulfillment experiences into a single application called “Glass”. Owned design for multiple feature teams with Search, Marketplace, and Comms.
- Collaborated with design peers to ensure all designs are usable, adhere to global system, and support accessibility.

### Uber

Sr. Product Designer / Mar 2020 – Jun 2020 (*Contract*)

- Owned end-to-end design for new product features in Vehicle Supplier Portal. Created interactive dashboard where fleet owners could manage their business and analyze performance.
- Prototyped complex interactions using internal React JS framework and data viz library.
- Conducted remote user research to inform and validate design decisions based on interactive prototype.

### Deloitte. Digital

Sr. UX Engineer / Apr 2013 – Aug 2019

- Led UI/UX design for REI Snow Report iOS and Android apps.
- Defined and maintained responsive web style guides to create scalable design systems from re-usable UI components.
- Collaborated with UX team to design and develop prototypes of interactions as proof of concepts.
- Contributed additional UI design and Illustration to client pitches and internal projects; helping to win business contracts.
- Organized lunch and draw illustration events and musical jam nights with co-workers to foster creativity and collaboration.

## EDUCATION

### SUNY New Paltz

Bachelors in Design and Visual Communications

2002 – 2006

Majored in graphic design history, theory, and practice. Concentration on interaction design and web standards.

## SKILLS

Accessibility

Animation

Design systems

Front End Development

Information Architecture

Illustration

Interaction Design

Mobile Design

Prototyping

Responsive Web Design

Sketching

Storyboarding

User Centered Design

User Research

Visual Design

Wireframing

## TOOLS

Adobe

Figma

Jira

Github

Notion

Sketch

VS Code