

Dan Harlow (he/him)

Digital Product Designer

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Work Experience

Senior UX Designer at [Brandwidth](#)

March 2022 - November 2024

Full-time role for a design agency split between New York, NY and London, UK

- Responsible for creating accessible and appealing applications, interfaces, and websites
- Worked with the strategy team to understand customer data, creating and applying personas to user journeys and site architecture
- Conceptualized and proposed ranges of visual concepts for digital products in sympathy with brand guidelines and behavioral data
- Translated concepts into wireframes, prototypes and process flows
- Worked on cross-platform applications to develop connected experiences from both a consistency of user experience and visual guideline point of view
- Liaised regularly with clients to present creative work and ensure that designs met their requirements and core business objectives
- Provided oversight and feedback to junior designers on larger projects

Senior UI/UX Designer at [GDIT](#)

January 2021 - March 2022

Long-term freelance contract for government agencies based in Rensselaer, NY and Albany, NY

- Part of a joint project between GDIT, the NY State of Health health insurance marketplace, and the New York State Department of Health
- Designed and created production-ready user interfaces and design solutions that responded to requirements documentation, user research, insurance mandates, and both New York State and Federal health policies
- Applied existing NYSOH/NYS brand guidelines, typography, iconography, and other visual aspects to design solutions as well as site maps, user flows, and prototypes as needed
- Worked with the UI/UX lead designer and user researchers to oversee QA of deliverables to developers and meet project deadlines
- Attended team meetings and gave presentations to supervisors and project stakeholders

Digital Product Designer at Various Clients

May 2019 - January 2021

Freelance project roles working remotely

- Designer/Front-end Developer at [Blue World](#)
 - Website redesign/build and additional branding updates | 2020 - 2021
- Designer/Front-end Developer at [MisTEL Enterprises](#)
 - Mobile UI and website design updates | 2020
- Front-end Developer at [Mondelēz International](#)
 - Front-end/responsive updates for older websites | 2020
- Designer/Front-end Developer at [Unified Strategies Group](#)
 - Website redesign and updates | 2020
- Digital Product Designer at NDA clients/startups
 - Mobile UI/UX design iterations | 2019

Lead In-house Designer/Front-end Developer at [Blue World](#)

November 2014 - April 2019

Full-time role for a B2B/SAAS software company based in New York, NY

- Blue World's first full-time designer and front-end developer
- Designed large-scale UI/UX experiences and responsive web designs
- Wrote fully responsive front-end programming/styling and maintained code upkeep across project lifecycles
- Worked alongside developers on project execution, QA, debugging, and mobile testing across operating systems, platforms, and devices
- Updated/created branding for client projects and internal BW projects
- Established documentation for both design and front-end archiving/version control
- Created design system for expanding BW's software suite, Big Blue
- Supervised freelance designers and developers on larger projects
- Worked with business development members and project managers to optimize design approaches for client/internal projects
- Delivered presentations for both clients and internal stakeholders
- Served as design liaison on calls, meetings, and travel ventures

Graphic Designer at [Pow Interactive](#)

March 2012 - August 2014

Full-time role for a design agency based in New York, NY

- Designed user interfaces, responsive web experiences, infographics, illustrations, and created or extended existing brand designs
- Oversaw necessary QA and spec production on in-development projects and collaborated with contracted front-end developers
- Provided oversight and feedback to junior designers on larger projects

Junior Graphic Designer at [dKorr](#)

August 2011 - March 2012

Long-term freelance contract for a startup based in Schenectady, NY

- Contributed to branding and promotional print materials
- Designed digital animation clips and various social media assets
- Designed web assets and troubleshoot(ed) issues in Wordpress eCommerce platform

Education

Pratt Institute

BFA, Communications Design

Class of 2010

Misc.

United States citizen.

Currently based in Brooklyn, New York.

References are available on request.