

# Dan Harlow

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Senior Product Designer with 13+ years building accessible B2B and public-sector experiences. I lead cross-functional teams to design scalable interfaces and design systems that improve conversion and reduce support costs. Recent work delivered a 35% sales increase and a 50% decrease in support tickets by redesigning product finders and support flows.

## Work Experience

### Health & Career Break

New York, NY | Mar 2025 - Oct 2025

- Took a pause following a company-wide layoff at the end of 2024 to address health priorities and ensure my own long-term performance and sustainability.
- Used the recovery time to upskill in AI-augmented design workflows, researching and integrating emerging tools into my UX and design processes.
- Redesigned and modernized my portfolio, improving storytelling, case study clarity, and alignment with senior-level UX expectations.
- Returned to the market fully recovered, energized, and focused on joining a mission-driven, modern product team.

### Senior UX/Product Designer – Brandwidth

Full-time | New York, NY (Hybrid) | Mar 2022 - Nov 2024

- Led end-to-end UX design for enterprise web and application platforms across manufacturing, healthcare, and B2B SaaS environments.
- Partnered with strategy and data teams to translate customer insights, analytics, and research into personas, journey maps, and scalable information architecture.
- Delivered UX and operational design updates to high-scale manufacturing and sales platforms, contributing to a 35% increase in sales performance across 2024–2025.
- Redesigned customer assistance and support flows, driving a 50%+ reduction in platform-specific support tickets.
- Spearheaded the creation and launch of a global design system; adoption projected to reduce new feature development time by 40%+.
- Designed and shipped product discovery and finder features, improving purchase flows and increasing overall conversion.
- Expanded and evolved sustainability-focused branding systems for existing enterprise identities.
- Led projects within international, distributed teams, mentoring junior designers and managing freelance contributors between offices in New York and London.
- Produced wireframes, high-fidelity designs, interactive prototypes, and process flows aligned to both brand standards and behavioral data.
- Presented design strategy and solutions to clients and stakeholders, consistently aligning UX outcomes with core business KPIs.

### Senior UI/UX Designer – GDIT

Freelance | Albany, NY (Hybrid) | Jan 2021 - Mar 2022

- Served as a senior UX contributor on mission-critical public health systems during the height of the COVID-19 pandemic.
- Designed and launched an emergency messaging opt-in system adopted by 70%+ of new and existing NY State of Health users at rollout, supporting rapid public health communication.
- Championed WCAG-compliant accessibility standards, contributing to a 5% increase in successful signups among users with disabilities.
- Initiated and built a scalable UI kit and component library, later adopted across NYSOH tools and reflected in the 2025 home page and dashboard redesign.
- Delivered production-ready UI designs aligned with state and federal healthcare policy, insurance regulations, and research insights.
- Collaborated closely with UX leads, researchers, developers, and QA teams to ensure on-time delivery under high-pressure conditions.
- Presented work and design rationale to government stakeholders and internal leadership.

## Skills & Tools

### Design Skills

User Interface Design  
User Experience Design  
Interaction Design  
Design Systems  
Component Libraries  
Prototyping  
Wireframing  
User Flows  
User Research  
A/B Testing and QA  
Responsive Web Design  
Branding  
Iconography and Logo Design  
Developer Handoff

### Strategy & Leadership

Project Management  
Creative Strategy  
Cross-functional Collaboration  
Roadmapping  
DesignOps  
Accessibility (WCAG 2.1)  
Stakeholder Management  
Product Strategy  
Mentorship

### Design & AI Tools

Adobe Creative Suite  
Figma  
Miro  
Lovable  
Replit  
Cursor  
Bolt

### Front-end Tools

HTML  
CSS/CSS3  
JavaScript  
Front-end Frameworks  
Github

### Education

Pratt Institute  
BFA, Communications Design

## **Other Positions**

### **Designer/Front-end Dev – Blue World Inc.**

Freelance | Albany, NY (Remote) | Nov 2020 - Dec 2020

- Redesigned Blue World's existing web presence from a parallax experience (that I designed and built myself back in 2014) to something more minimalist and contemporary
- Built and tested fully responsive custom CSS and JS for the site's framework
- Wrote custom JS animation and interactive components

### **Designer/Front-end Dev – MisTEL Enterprises**

Freelance | Albany, NY (Remote) | Sep 2020 - Nov 2020

- Created logo and branding designs for a new product called MobileMedManager that is able to live within MisTEL's existing branding
- Made modifications to existing website for MMM with custom CSS/JS based on requirements and design requests provided by client

### **Designer/Front-end Dev – Mondelēz Enterprises**

Freelance | Albany, NY (Remote) | July 2020 - Sep 2020

- Wrote front-end code and responsive parameters on a flexbox platform with custom CSS/SCSS and featherweight JS based on new page(s) requirements and design assets provided by client

### **Designer/Front-end Dev – Unified Strategies Group**

Freelance | Albany, NY (Remote) | July 2020 - Sep 2020

- Designed, coded, and tested responsive websites on flexbox platforms with custom CSS/SCSS and featherweight JS based upon requirements and pre-existing design assets provided by client

### **Digital Product & Graphic Designer – NDA clients**

Freelance | New York, NY (Hybrid/Remote) | May 2019 - Mar 2020

- Delivered UI/UX design, responsive web experiences, branding, and front-end development for startups, agencies, and enterprise clients.
- Designed production-ready interfaces and visual identities under NDAs across healthcare, SaaS, and eCommerce projects.

### **Lead Designer/Front-end Developer – Blue World Inc.**

Full-time | New York, NY (In-office) | Nov 2014 - May 2019

- Hired as Blue World's first full-time design and front-end development lead, owning UX, UI, and front-end delivery across client and internal products.
- Designed and built large-scale UX experiences, responsive websites, and proprietary software interfaces.
- Developed and maintained front-end codebases, collaborating with engineers on QA, debugging, and cross-device testing.
- Created and implemented design systems for Blue World's proprietary software suite, Big Blue.
- Built custom, client-specific CMS front ends and established design and code documentation standards.
- Partnered with business development and project management teams to optimize design strategy and delivery.
- Supervised freelance designers and developers on large-scale engagements.
- Acted as primary design liaison for clients, presenting work and representing design in stakeholder meetings.

### **Graphic Designer – Pow Interactive**

Full-time | New York, NY (In-office) | Apr 2012 - Aug 2014

- Designed UI/UX concepts, responsive web experiences, infographics, and illustrations for agency and enterprise clients.
- Created and extended brand systems and logos for Omnicom internal products and digital initiatives.
- Produced QA documentation, design specifications, and style guides to support development teams.
- Mentored and provided feedback to junior designers.

### **Junior Graphic Designer – dKorr**

Part-time | Schenectady, NY (In-office) | Aug 2011 - Apr 2012

- Designed digital assets for eCommerce, marketing campaigns, social media, and print.
- Supported brand development and web production initiatives using Adobe Creative Suite and WordPress.
- Collaborated with senior designers to deliver on tight deadlines.