

Dani Pardo

Product Design • Strategy • User Research

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WORK EXPERIENCE

Principal Product Designer • Panorama Education • November 2021 - Present

Develop design strategies, research initiatives, and innovative user experiences across products to increase user satisfaction, accessibility, consistency, and impact win rate. Key responsibilities:

- Drive improvements to Panorama's core architecture, visual design, and foundational systems
- Partner closely with product and engineering to translate company strategy into prioritized initiatives
- Craft, implement, and communicate design vision across the organization
- Lead weekly design critiques and participate in stakeholder feedback meetings

Significant achievements:

- Designed and launched a platform-wide navigation system that increased page views by 15%+ for critical features and rated A- in UX lite scoring
- Led the design of Panorama for Positive Behavior, a new product that achieved early market adoption. In the first year, generated \$280K in ARR and created a \$1.5M pipeline
- Implemented Tetra Insights, Maze, and Pendo, resulting in a 3X increase in user testing and improved data decision-making within the organization
- Evaluated design and research candidates and provided an expert perspective in interviews, which led to hiring over ten designers and two researchers

Principal Product Designer • Auctane (Stamps.com) • March 2020 - November 2021

Led design and strategy for high-complexity, time-sensitive, and innovative projects across four Auctane Brands (Shipstation, ShippingEasy, ShipEngine, Shipworks). Other responsibilities included:

- Collaborate cross-functionally to identify e-commerce, shipping, and fulfillment pain points for merchants
- Facilitate cross-functional design thinking and design critique sessions
- Mentor a team of five designers and participate in talent recruiting efforts

Significant achievements:

- Redesigned a complex back-of-house shipping solution, improving efficiency, reducing support calls, and positively impacting over 130000 merchants
- Led 90+ user interviews to develop customer/segment archetypes that informed the revenue acquisition strategy, data segmentation for improved unit economics, and other key metrics analysis
- Implemented usability testing tools and streamlined participant recruitment, reducing the process from three weeks to less than five days
- Trained 40+ PMs, designers, and training managers on user research methodologies; empowered teams to make data-driven decisions and collect unbiased data

Lead Product Designer • Schoology • June 2017 - August 2019

Led user research efforts and interaction design strategies for Schoology's education platforms. The key responsibilities included:

- Work closely with PM and engineering to create a vision for the products
- Provide guidance and best practices on information architecture, multi-step, and cross-platform flows
- Lead and mentor a team of four designers across different teams

Significant achievements:

- Led the re-invention of a Managed Assessment Platform based on user insights and analytics, finding a new strategy and resulting in increased sales
- Led the creation of research practice, allowing design to lead new thinking through user insights
- Drove creating and implementing a new design system to drive consistency across experiences, reduce development timelines, simplify integrations with third parties, and comply with WACG 2.0 standards

Other roles:

- **Lead User Experience Designer** • Bypass POS
- **Sr. User Experience Designer** • Golden Frog
- **User Experience Designer** • Moxie Software
- **Sr. Visual Designer** • McKinsey & Company
- **Interaction Designer** • Tec Digital

ACADEMIC BACKGROUND

- **Industrial Design Engineering, BS** • Costa Rica Institute of Technology • July 2010

PROFESSIONAL DEVELOPMENT

- **Describing the ROI of Design** • Ryan Scott on Maven
- **Arise Leadership Accelerator Program** • Arise Leadership by Shivani Berry
- **The Embodied Leadership Development Program** • Adrienne Partridge, Ph.D
- **Semiotics: A User's Guide to Seeing Differently** • EPIC People
- **Facilitation Master Class** • Voltage Control
- **Intensive Ethnography Workshop** • University of California, Berkeley

CORE SKILLS

- **UX/UI:** Expertise in user research, interaction design, information architecture, and visual design principles
- **Design Leadership:** Lead design vision, product strategy, and prioritization of complex product ecosystems
- **Cross-functional Collaboration:** Partner with engineering, product management, and customer experience
- **Design Thinking:** Champion and facilitate workshops and working sessions to solve product challenges
- **Mentorship & Knowledge Sharing:** Mentor, coach, and foster a culture of continuous improvement