

DANNY VASQUEZ

UI/UX & PRODUCT DESIGNER

Athens, TN | 515-230-2736 | danny@vasquez.co | <https://vasquez.co/ux-consulting>

PROFESSIONAL SUMMARY

Product-focused UX Designer with 5+ years of experience leading SaaS, enterprise, and commerce redesigns that improve usability, efficiency, and business outcomes. Experienced in end-to-end product thinking—from discovery and user research to high-fidelity design and implementation. Founder with hands-on experience in e-commerce optimization, brand strategy, and customer-driven product development. Combines systems thinking, visual mastery, and business acumen to build meaningful, scalable user experiences.

CORE COMPETENCIES

User Research & Discovery	Prototyping & Validation	Stakeholder Alignment
Product Strategy	Usability Testing	Visual & Brand Systems
Interaction Design	Conversion Optimization	E-commerce UX
Design Systems	Cross-Functional Leadership	AI-Enhanced Design Workflows

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer, WorkHound 2022-2024

Sole product designer for a growing SaaS startup serving enterprise clients.

- Led comprehensive redesign of core SaaS platform, improving clarity, usability, and data visualization
- Designed and launched real-time analytics dashboard informed by user research and iterative testing
- Conducted user interviews and synthesized findings into personas and journey maps
- Established and maintained scalable product style guide
- Partnered with Product and Engineering to define roadmap priorities
- Educated internal teams on UX research methods and usability best practices
- Reduced user friction and improved engagement through structured discovery and validation processes

User Experience Designer, Hy-Vee Inc. 2020-2022

UX generalist within enterprise digital product team supporting internal systems.

- Led research and redesign of complex internal tax maintenance application
- Conducted stakeholder interviews, surveys, remote usability testing, and ideation workshops
- Delivered intuitive solution enabling Store Directors to independently complete paysheets
- Reduced operational inefficiencies and saved employee hours across retail locations
- Designed solutions for internal web applications improving compliance and reducing financial penalties
- Contributed to redesign of enterprise careers platform to improve job discovery and application flow

Designer, Commerce, Meredith Corp.

2019-2020

Lead designer for People Coupons and Commerce initiatives.

- Designed responsive web experience for promo code platform increasing engagement
- Simplified user flow to improve discoverability and conversion
- Collaborated with editorial, marketing, and commerce stakeholders
- Supported broader commerce initiatives across PEOPLE digital properties

FOUNDER EXPERIENCE

Founder & Head of Design, The Unordinary Co.

2025- Present

Founded and built direct-to-consumer and wholesale skincare brand.

- Led brand strategy, product design, packaging, and visual identity
- Designed and optimized Shopify e-commerce experience to improve conversion
- Conducted customer research to refine messaging and product positioning
- Developed and launched new products based on direct user feedback
- Managed pricing strategy, wholesale structure, and retailer outreach
- Applied to national grocery retail programs and built operational systems
- Oversees manufacturing, supply chain coordination, and creative direction

Demonstrates full product lifecycle ownership—from research to revenue.

Fine Artist & Creative Director, Vasquez Fine Art

2024- Present

Professional fine artist working with private collectors.

- Created and sold original works to collectors nationwide
- Developed cohesive visual storytelling across web and social platforms
- Managed commissions and client relationships
- Applied principles of composition, hierarchy, and visual psychology to build distinctive work
- Built personal brand and marketing strategy from the ground up

Strengthens visual sophistication and design intuition at senior level.

EDUCATION

B.S. in Art

Graduated in 1998

Biola University

- Emphasis in Photography
- Minor in Bible

Nielsen Norman Group (NN/G) Coursework

2020-2022

- Discovery: Building the Right Thing
- Mobile User Experience

TOOLS & TECHNOLOGY

Figma

Adobe Photoshop

Jira

Sketch

UserZoom

Confluence

Adobe XD

Pendo

Google Workspace

Adobe Illustrator

Lucidchert

Microsoft Office

- Comfortable integrating AI-assisted research synthesis, wireframing acceleration, and iterative prototyping workflows.