

Daniel Swartz

Product and UX Designer

Creating simple and intuitive interfaces for complex technical applications



🌐 curiousbits.org/portfolio

✉️ danielswartz@sweon.com

🌐 linkedin.com/in/swartzdaniel/

☎️ 1-650-576-3176

EXPERIENCE

BLUESKY DATA - Founding Designer (2023-2024, Menlo Park, CA)

- **Responsibilities:** Led design, ongoing enhancement of Bluesky's flagship product, delivering detailed insights into Snowflake data management, costs. Focused on data warehouses, queries, storage, performance charts to highlight critical data, enabling users to make informed decisions and reduce excessive spending.
- **Results:** Improved workflows achieved reduction in Snowflake-related costs for users within the first three months of implementation. Depending on account size, savings could top \$100,000 and more.

OTTERTUNE - Principal Product Designer (2022-2023, Pittsburgh, PA - Remote)

- **Responsibilities:** Redesigning OtterTune's flagship product and onboarding, improving user experience, interface, optimizing database performance to reduce AWS costs. Key areas included fleet, database dashboards, performance recommendations (knobs, indexes, queries, tables), tuning options, performance charts. Powered by ML & AI.
- **Results:** Redesign of user onboarding and registration improved completion/success rate from 10% to 35%, increasing number of (paying) customers.

TRIPLE POINT LIQUIDITY - Principal Product Designer (2021-2022, New York, NY - Remote)

- **Responsibilities:** Redesigning primary product to simplify investor onboarding for individual investors, trusts, corporations, non-profits and more.
- Design process ensured compliance with strict FINRA regulations and seamless experience for all user roles (General Partner, Limited Partner, Fund Administrator).
- In addition to UX design, responsible for visual branding, designing logo and overall UI.
- **Results:** New onboarding flows reduced investor onboarding time from up to 90 days to less than 1 week for private equity, hedge fund firms. Refined dashboards, new investor review tools led to quicker approval times for general partners, fund administrators.

APPEARIX - Founding Product Designer (2020-2021, Redwood City, CA)

- **Responsibilities:** Led end-to-end design of native mobile app helping friends share & join future events. Owned user flows, prototyping, visual design, while collaborating closely with engineers and the CEO shaping core features - profile, calendar, discovery, event lists.
- **Results:** Built a clickable mobile prototype used for investor pitches and early user testing. Validated core interest in a "Twitter for future plans" concept. Highlighted design opportunities around event density, calendar visualization, and balancing social vs. event discovery.

TOPIX - Director of Product & Design (2015-2020, Palo Alto, CA)

- **Responsibilities:** End-to-end redesign of content management system (CMS) and suite of tools (e.g. ad creation, campaign management, image search) as well as consumer facing content for mobile web, desktop. Design heavily based on traffic data research and analysis.
- **Results:** Ongoing A/B testing of ad placement across mobile, desktop consumer content boosted company revenue, some items of content generating over \$1 million in revenue.
- Redesign reduced content creation time from one week to one day, allowing for growth of large content library to test for increased monetization, user satisfaction, interaction.
- Increased live content led to monthly traffic of 1.5 billion page views and 25 million unique users at its peak.

BLEKKO - Director of Design (2009-2015, Redwood City, CA - acquired by IBM in 2015)

- **Responsibilities:** Led all design, ideation of search engine providing spam-free results across desktop, mobile web, smartphone, tablet apps. Aimed to create seamless user experience to explore, categorize diverse topics with a single search query. Over 1 million searches daily.
- **Results:** Launched SEO paid product, resulting in company's first non-advertising revenue. Spoke at conferences promoting SEO paid product, generating enthusiasm for new customers.

SUMMARY

Based in the San Francisco Bay Area, I bring over 15 years of UX and product design expertise across cloud data, fintech, search, content management, and ad tech, largely in fast-paced startup environments. I am a former front-end developer having worked in Silicon Valley and Munich, Germany.

My work spans the full design lifecycle, from ideation to launch, collaborating closely with product management, engineering, analytics, and marketing teams, as well as with customers and executives, to ensure products align with both customer needs and company

SKILLS

- User Experience Design
- UI/UX Design
- Interaction Design
- Usability Testing
- Design Thinking
- Design Patterns
- Product Research
- User Research
- User Journeys
- UI/Visual Design
- UX Research
- Data Visualization
- Mobile: iOS / Android
- Tablet
- Leadership
- Product Roadmap
- Product Strategy
- HTML / CSS
- User Testing
- Rapid Prototyping
- A/B Testing
- Wireframing
- Wireframes
- Storyboards
- Mockups
- Figma/Sketch
- UX Pilot
- AI Design Tools
- Photoshop
- Spreadsheets
- Typography
- Jira/Confluence
- Notion
- Hotjar
- Slack
- Github
- Google Analytics
- People Mgmt
- Agile Dev
- English

PROJECTS

- **Caplight Data (2024):** Designed tools helping brokers quickly find, assess, and compare assets in secondary markets, making complex financial data easier to understand and act on.
- **DBtune (2025):** Redesign of an AI-powered platform simplifying database tuning, making performance insights and optimizations easy for engineers to apply.

EDUCATION

University of California, Santa Barbara
Bachelor of Arts, History