

DESIGN THAT HOLDS UP UNDER REAL WEIGHT

Lead product designer with 13+ years shipping complex B2B and consumer products across six industries, from zero-to-one discovery through eng-ready delivery.

CURRENTLY	BASED	FOCUS	CONTACT	OPEN TO
LEAD PRODUCT DESIGNER BRANCH.IO	WEST COAST REMOTE	B2B / ENTERPRISE COMPLEX SYSTEMS EXPERT-USER TOOLS	HELLO@DANIWEIDNER.COM LINKEDIN DANIWEIDNER.COM CV (PDF) ↓	STAFF / LEAD ROLES

I operate end-to-end and across teams: shaping strategy with stakeholders, running enterprise research, stewarding design systems, designing AI features where uncertainty is the design problem, and partnering closely with engineering to hit milestones without compromising craft.

I came up designing for expert users with no patience for friction: coaches reviewing film at 2am, ops managers who can't afford a bad day. That set the standard: the system has to hold when nobody is watching it. The work since then is the same shape at bigger scale, research loops, design systems, and a platform migration that moved live customers with zero breaking changes. Coaching designers, PMs, and EMs is part of it, because the practice has to keep running after I leave the room.

EXPERIENCE

SELECTED ROLES · 2020 — PRESENT

BRANCH.IO / AUG 2024 — PRESENT / REMOTE

Lead Product Designer

Own end-to-end design for the Engagement team, and set the conventions two adjacent teams now build against: navigation, workbench layout, and the design-eng handoff standard.

- / Lead UX **research operations**: recruited and ran studies with five enterprise accounts, synthesized findings into structured insight documents, and traced eight roadmap influences directly to customer input.
- / Set **cross-team standards** two adjacent teams build against: one workbench pattern replacing several divergent layouts, a navigation rubric adopted as default reasoning, and zero ambiguous handoffs left in the tickets.
- / Designed a persistent **in-product AI agent**: three confidence tiers and four explainability tiers built into the component system, plus three fully designed degraded states, so the interface stays trustworthy when the model is wrong.
- / Authored **three lifecycle phase gates** from a source-based audit of five recurring handoff failures, and run “Designin’ With Dani”, the biweekly design and engineering sync feeding them, kept going at every company since 2020.
- / Designed **complex interaction systems**: A/B variant flows, campaign state navigation, and bulk editing for large link libraries, migrating two features with zero breaking changes for live customers.
- / Steward the **Auxin design system**: authored specs for new components, wrote Linear tickets for design-eng handoff, and drove refinement quality across the team.
- / Built **Branch Inner Circle**, an enterprise customer program, from zero-to-launch: scaled across three global regions at 100% founding-cohort retention, with eight roadmap influences traced back to it.

HUDL / FEB 2022 – AUG 2024 / REMOTE

Senior Product Designer

Designed for a global sports video and analytics platform used by coaches and athletes across pro, collegiate, and youth: expert users with high stakes.

- / Ran **user research** with sports organizations across pro, collegiate, and youth, validating concepts and surfacing usability issues before they reached build.
- / Led **cross-functional design sprints**, delivering wireframes, prototypes, and high-fidelity screens in close partnership with engineering, product, and data teams.
- / Ran the standing **design and engineering sync**, reviewing in-flight work with the engineers building it before decisions were locked.
- / Worked with PMs and engineering managers on **scope and sequencing**, turning research findings into decisions the team could commit to.
- / Maintained design-system components and helped shape **design-critique culture** across a distributed design org.

DMSI / APR 2021 – FEB 2022 / OMAHA, NE / REMOTE

Senior UX Designer

Designed enterprise software for building-materials distributors: data-heavy, workflow-dependent interfaces where understanding the business was a prerequisite to designing anything.

- / Ran **discovery research** with distributors and internal teams, mapping how the business actually ran before proposing anything.
- / Built **journey maps and flows**, and produced detailed wireframes and prototypes for internal and client-facing tools.
- / Held the same **design and engineering sync**, putting open questions in front of engineers while the designs were still open to change.
- / Paired with PMs and engineering managers to keep designs implementable within **technical constraints** without sacrificing usability.

LISNR / JAN 2020 – FEB 2022 / OAKLAND, CA / CINCINNATI, OH

Senior Product Designer (Contract)

Designed mobile and web interfaces for an ultrasonic data-transmission platform, a technically novel, hardware-adjacent product where the core challenge was making invisible behavior feel trustworthy and legible.

- / Owned design across multiple **client integrations**, translating complex SDK capabilities into intuitive developer- and consumer-facing experiences.
- / Ran **usability testing** with client teams and end users, checking whether behavior nobody can see still reads as trustworthy at the moment of use.
- / Kept PMs and engineering managers in the same **standing sync**, surfacing in-flight work before decisions hardened.

ROLES BEFORE 2020 ARE ON [LINKEDIN](#). THE HISTORY ABOVE IS THE PART RELEVANT TO ENTERPRISE B2B.