



What I Do

15 years experience in **UX & UI design, front-end development & product management**. Design & develop unique interfaces for the desktop & mobile environments.

- Define products with wireframes to show feature flows & overall user experience.
- Mock up products in Photoshop for emotional feel showing brand & visual design.
- Develop product prototypes in HTML, CSS, JQuery & Javascript for testing & feedback.
- Spread word about product with design & execution of online distribution campaigns.

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Experience

DIRECTOR OF PRODUCT MANAGEMENT: TOPIX PALO ALTO, CA: 2015-PRESENT

Manage roadmap of external online product with 1.5 billion page views per month as well as for suite of internal content editorial tools. Also design UX for features of external product and internal tools. In addition to running ongoing series of A/B tests for the external product, also provide UI/visual design when needed.

DIRECTOR OF PRODUCT MANAGEMENT & DESIGN: BLEKKO REDWOOD CITY, CA: 2009-2015

Designed & developed front-end search experience for blekko.com, with monthly traffic of 300+ million queries, as well as for it's SEO product, Izik tablet & smartphones apps, ReviewNinja.io & Shopzi.io. To increase user awareness & usage of all products, worked with marketing team to develop & create advertising materials for distribution campaigns.

LEAD UI & VISUAL DESIGNER: MERCHANTCIRCLE LOS ALTOS, CA: 2006-2009

Led user experience & visual design efforts of the company's online merchant directory & paid merchant dashboard with monthly traffic of 22 million unique visitors, 47 million page views, 900,000 registered users & 12,000 paid members. Designed & implemented product landing page promotions & advertising campaigns.

ASSOCIATE CREATIVE DESIGN: SAPIENT MUNICH, GERMANY: 2004-2005

Visual design & development consulting for projects at Vodafone, T-Online, Star Alliance, & more as well as internal company projects & concept prototype creation.

GRAPHIC USER INTERFACE TEAM LEADER: ECIRCLE AG MUNICH, GERMANY: 2001-2004

Led team that developed & designed marketing campaign sites for Coca-Cola, Karstadt, MTV, Deutsche Post, Thomas Cook, Playboy, BNP Paribas & more.



Daniel Swartz

www.sweon.com

650-576-3176 danielswartz@sweon.com 818 Sovereign Way, Redwood City, CA 94065

WEB DEVELOPMENT ENGINEER: ECIRCLES SAN MATEO, CA: 1999-2000

Worked on team responsible for front-end development & maintenance of ecircles.com as well as construction of email templates & marketing campaigns.

WEB APPLICATIONS CONSULTANT: KEY POINT SOFTWARE SAN JOSE, CA: 1998

Consultant for front-end web projects & development of email campaigns for Hewlett Packard & Adobe. Taught HTML & Internet training courses at Hewlett Packard.

Skills

HTML, CSS, JavaScript, User Experience & Interface Design, Graphic Design, Product Prototype Creation, Team Leadership & Management, PhotoShop, Illustrator, Web Standards Compliant Design & Implementation.

Education

University of California, Santa Barbara – BA in History, BM in Music Performance - 1995

References

- Mike Markson: Director of Product & Co-Founder of Blekko, Inc.
- Rich Skrenta: CEO & Co-Founder of Blekko, Inc.
- Wayne Yamamoto: VP of Product & Co-Founder of MerchantCircle

Reference contact information available upon request.



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