DANIEL OLMSTEAD

SR UX DESIGNER

HELLO

I'm **Daniel**,
a senior UX designer.

My passion is in designing effective products that build the business while serving the customer; satisfying user needs and business goals.

CONTACT

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SKILLS

Problem Solving
Design sprints and workshops
Design strategy
Competitive and data analysis
User research
Task and user flows and effective info architecture
Wireframing and mock-ups
Prototyping / Rapid UI Iteration
User testing and Feedback

References available upon request

EXPERIENCE

UX Designer · WCF Insurance — 2023 – 2026

- **UX Lead and Mentor:** lead designer across native mobile, desktop/web, and internal tool.
  - **Project:** The Safety Consultant workflow, a connected experience across mobile, desktop/web, and the company internal tool that replaces many manual processes with one secure flow.
  - **Framework & Tools:** Agile, Claude, Figma, Confluence, Jira
  - **Work:** As lead designer with a jr designer reporting to me, I worked with business partners to turn a loosely defined project into a clear scope, interviewing safety consultants, their manager, and the VP of Safety and Risk to understand how inspections really happened. I then designed the experience across mobile, desktop/web, and an internal tool, working through each step from on-site note and photo capture to the final record.
    I also mentored my junior designer, assigning tasks and collaborating with him on timelines, workflows, and interfaces. He went on to take a full-time UX position with a major company in New York.

- **Mobile UX Lead:** owned all mobile design decisions for the UX team across projects.
  - **Scope:** The mobile experience of all internal and customer-facing tools, sites and apps.
  - **Work:** As mobile design lead, I made the design decisions on every project that touched mobile interfaces, I was the UX team's go-to for mobile, so designers on other projects could build on decisions made by one person with the full picture.

- **Product Designer, File a Claim:** designed the claim-reporting experience end to end.
  - **Project:** The company's claim-reporting form, a high-traffic entry point, used by employers, agents, injured workers, and legal representatives. It replaced a long, confusing form with a clearer, streamlined one.
  - **Framework & Tools:** Agile, Claude, Confluence, Jira
  - **Work:** As sole designer, I worked from prepared data to redesign the form interface and flow, significantly reducing the time and effort to submit a claim. I adjusted the question logic, rewrote the experience in plain language, and modernized the look. I collaborated with adjusters, the Director of Commercial Liability Claims, and developers, then handed off specs, annotated flows, and design system components.

- **Product Designer, Agency Dashboard:** designed the agency dashboard end to end.
  - **Project**: A web dashboard for agents and account managers that replaces a landing page that had accumulated layers over time and offered little real help.
  - **Framework & Tools:** Agile, Claude, Figma, Confluence, Jira
  - **Work:** As sole designer, I combined data from the Customer Experience team with direct conversations with agents and account managers to decide what the dashboard should surface. I redesigned the experience around what agents need first, replacing the patchwork of added-on pieces with a clear, purposeful layout. I collaborated with the CX team, including the Director of Large Commercial Business, the Director of Strategic Marketing, a web product owner, and the manager of small business assistants. Agents and account managers responded enthusiastically.

- **Cross-platform Design Lead:** lead designer across native mobile, desktop/web.
  - **Project:** Injured Worker Portal, a native mobile and web experience for injured employees.
  - **Framework & Tools:** Agile, Figma, Zeplin, Confluence, Jira
  - **Work:** As lead UI designer, I worked with a UX researcher, business analyst, and many others to uncover and redesign the experience of being an injured worker going through an insurance claim, improving the communication experience while making the process of healing, returning to work, and rebuilding their lives, a little smoother.

- **Design System Designer:** worked with the UX team to modernize our design system.
  - **Project:** Modernization, expansion and fortification of our design system in the quickly shifting world of tech with AI.
  - **Framework & Tools:** Figma, Claude, Confluence, Jira
  - **Work:** With changes happening quickly inside and outside the company, we needed to improve our design system for a wider set of use cases including the reconstruction of our monolith internal software from outdated desktop to modern web-based software. This required the careful introduction of many new components, patterns, colors, conventions and ideas. Each change went through the process of UX design team scrutiny and approval, ensuring that changes would be effective and useful across a plethora of use cases.

Product Designer · Upkid — 2022

- **Product Design**
  - **Project:** Building the strategy for increasing teacher retention and designing the UI.
  - **Framework & Tools:** Lean UX, user surveys, Figma.
  - **Work:** As the sole product designer, I worked with the CEO and CTO to determine a strategy for improving user retention and satisfaction. After creating a strategy plan, we began a cadence of design, review, iterate and repeat until each piece of the app experience felt engaging and complete.

UX Designer · WCG — 2019 - 2020

- **Information Architecture Design**
  - **Project:** Building a web application to manage multi-million dollar projects for Utah's Dept. of Transportation.
  - **Framework & Tools:** Lean/User-centric UX, Sketch, Miro, Kanban.
  - **Work:** Translated user research into conceptual designs. Wireframed and prototyped, refining and focusing on information architecture based on user feedback. Helped solidify UI elements and final designs.

UX Designer · Legrand North America — 2018 - 2019

- **UX Design Intern**.
  - **Project:** Mobile app design for hotel smart room ecosystem installation for Hilton and Marriott hotels.
  - **Framework & Tools:** Agile, Sketch.
  - **Work:** Translated personas into user stories. Mapped out user flows. Brainstormed, sketched, wireframed, prototyped and worked with developers in an agile environment.