

Daniel Gruskin

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SUMMARY

Senior Product Designer with 8+ years of experience designing and scaling SaaS products across GovTech, clean energy, e-commerce, and ad-tech. Expert in end-to-end UX, design systems, and accessibility, with a track record of delivering measurable improvements through research-driven, cross-functional product design.

EXPERIENCE

Senior Product Designer

Alpha Omega Integration

August 2024 - Present

- Lead product design for a complex case-management platform supporting USCIS and DHS, improving officer efficiency by 18%.
- Conduct user research, usability testing, and workflow mapping to streamline complex operational processes.
- Design high-fidelity UI and prototypes in Figma aligned with USWDS and Section 508 accessibility standards.
- Partner with engineering, PMs, and federal stakeholders to deliver features in agile cycles.
- Lead the strategy and development of a design playbook now utilized across 9 different domains on the contract to standardize reference materials and processes.
- Run workshops for junior designers, facilitate larger conversations within the design community at Alpha Omega, and support new contract initiatives.

Lead Experience Designer

GridX

November 2022 – August 2024

- Directed UX and CX strategy for SaaS products supporting clean energy adoption and customer enrollment.
- Led corporate website redesign and product improvements, increasing lead generation, engagement, and conversions by 50%.
- Contributed to a component-based design system in Figma + Storybook.
- Defined and evolved visual brand language across all platforms, ensuring cohesion between product UI, marketing materials, and public-facing assets.

UX Designer

Taylor Guitars

November 2020 - November 2022, San Diego, California

- Designed e-commerce experiences driving 50% increase in revenue/session, 105% growth in page views, and 150% increase in time on page.
- Partnered with researchers, marketing, and engineering to optimize user flows and conversion.
- Supported end-to-end UX across discovery, product pages, checkout, and post-purchase journeys.
- Supported end-to-end e-commerce experience design, from landing pages and product detail pages to checkout, post-purchase, and registration flows.
- Including A/B testing different components and flows to maximize conversions and enhance the experience for users.

Creative Director

Digital Remedy

January 2017 – June 2020

- Led design and launch of ad-tech platforms driving adoption and boosting revenue by 10%+.
- Managed and co-managed a cross-functional team of 2 designers and 3 marketers across product and go-to-market initiatives.
- Developed pitch decks, branding systems, and optimized web experiences.
- Led full multi-brand rebranding and defined and enforced global brand standards across all channels, ensuring consistent visual identity, tone, and user experience across product, marketing, and client touch points.

Design Lead

CPXI

November 2013 - January 2017, New York, NY

- Designed responsive UI, marketing assets, and HTML5 interactive ad experiences.
- Managed client relationships and delivered creative solutions tied to KPIs.

EDUCATION

B.A. Communications Design

University at Buffalo • Buffalo, NY • 01/2012

CERTIFICATIONS

Mastering Customer Experience – CX Professional

01/2023

UX Design Professional Certificate

Google • 01/2022

SKILLS

UX and Product Design: Accessibility (WCAG 2.1 / Section 508), Agile & Scrum Collaboration, Design Systems, Information Architecture (IA), Interaction Design (IxD), Journey Mapping & User Flows, Product Design Lifecycle, Responsive Web & Mobile Design, Usability Testing, User-Centered Design (UCD), UX Research & Testing, Wireframing & Prototyping

Creative Direction and Visual Design: Art Direction, Creative Strategy & Concept Development, Design for Marketing Campaigns, Graphic Design (Print & Digital), Illustration & Iconography, Layout Design & Typography, Marketing Collateral Design, Motion Graphics & Animation, Photography Direction, Storyboarding & Campaign Development, Visual Identity & Branding

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), CSS, Figma, Google Analytics, Hotjar, HTML, Hubspot, WordPress
