DARRIN SNIDER

www.darrinsnider.com // darrin.snider@icloud.com // 330.347.7199

Detail-oriented product designer and strategist who works directly with developers and stakeholders in an Agile environment to deliver seamless experiences for end users. Driven by midwestern sensitivities and inclusive, socially-responsible design principles, I am well respected in the workplace for performance, diplomacy, and situational insight.

EXPERIENCE

Freelance // Product Designer & Consultant // Los Angeles, CA 2017 – Present

Key Clients: Pinnacle Health, Louis Fourteen - Luxury Lifestyle Management, Wager - In-Venue Engagement

- Own the design process (UX/UI) and produce all deliverables — from concept and core feature definition to final design — for businesses looking to break into the mobile app and e-commerce spaces.
- Create custom tools for enterprise clients that modernize workflows and optimize operations.

Kley, Inc. // Product Design Lead // Los Angeles, CA Feb 2020 – Jan 2025

Key Clients: Kaiser Permanente (KP), UCLA, AdaMarie - Career Platform, Angelo Gordon - Global Asset Manager

Product Design Lead (Oct 2021 – Jan 2025)

- Led design efforts across multiple projects simultaneously, delegating tasks to distribute team workload while ensuring that deadlines and client expectations were met and exceeded.
- Partnered with product, engineering, and business executives to shape strategy and vision for enterprise tools.
- Established design objectives balancing user needs, business goals, and technical constraints.
- Produced design deliverables supporting all project stages, from scope definition to quality assurance.
- Championed user-centered design and Agile methodology through activities spanning backlog grooming and executive presentations, emphasizing long-term benefits tailored to each stakeholder.
- Interviewed stakeholders to uncover workflow gaps and built cross-functional process maps to align operations.

Sr. Product Designer, Project Lead (Feb 2020 – Oct 2021)

- Owned UX/UI strategy and artifacts supporting five development teams building a large-scale enterprise tool.
- Worked closely with new design hires to build their skillsets and prepare them for a larger role in the company.

Basis Worldwide // Sr. Product Designer // Los Angeles, CA Sep 2015 – Oct 2019

Key Clients: AWS Legal (Amazon), California Cryobank Life Sciences, Teachers College, The Ohio State University, Orthopaedic Institute for Children, MediaPlatform - Enterprise Webcasting, Perk Social Loyalty

Sr. Product Designer, Project Lead (Dec 2017 – Oct 2019)

- Earned reputation for excellence, handling many projects simultaneously and delivering on any task thrown at me.
- Led discovery sessions and workshops that consistently shocked clients with the resulting findings and progress.
- Helped establish and continually improve our internal Agile design processes.

UX Designer (Sep 2015 – Dec 2017)

- Responsible for information architecture, visual design, art direction, and user flow optimizations for responsive web and native mobile applications across multiple client accounts.

IMPACT

- Received commendation from AWS Legal's VP of General Counsel for personal performance designing "the most advanced and ground breaking tool I've ever used in my career."
- Influenced KP's Director of IT to adopt new technologies after conducting an audit that revealed the existing tech stack couldn't support the eight-year, $100MM product roadmap and posed major tech debt risks.
- Redesigned a fragmented spreadsheet workflow into an enterprise-scale cloud platform, empowering 300 underwriters to process 11,000+ quotes annually with greater accuracy, speed, and operational consistency.
- Implemented and maintained a robust Figma library that aligned 1:1 with a CDD component explorer, optimizing design >< dev handoff. UI tickets saw a 33% drop in story points and the product team spent less time on QA.
- Led design for front- and back-office web apps of a talent platform connecting women in STEM with job opportunities while helping employers track applicants. The community grew to 25,000 members and 150 companies in one year.
- Sole designer (UX/UI) on chat-based concierge app for high net worth individuals that is currently licensed by Mastercard UAE to provide bespoke services for invite-only cardholders.

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EDUCATION

University of Cincinnati, College of Design, Architecture, Art, and Planning (DAAP) 2015

Bachelor of Science in Industrial Design, focused courses on User Experience

KEY SKILLS

Technologies: Figma, Sketch, Adobe (PS, AI, ID, AE), Zeplin, Pastel, Atlassian (Jira, Confluence), Trello, Notion, Miro, Mural, Lucid, Storybook, HTML, CSS, iWork Suite, G-Suite, Office 365

- Highly professional with a strong attention to detail and ability to deliver top-tier work on tight deadlines.
- Fosters an exciting, creative, and collaborative workplace.
- Effective communication skills with the ability to relay complex messages and teach new concepts.
- Creates design systems with corresponding shared libraries to promote efficient, consistent, and scalable products.
- Strong understanding of technologies and how feature requests impact project scope, development, and timeline.
- Demonstrates proficiency with various prototyping tools, e.g. Figma, Illustrator, Photoshop, Zeplin, and After Effects.
- Solid organization skills with ability to manage development handoff and oversee production, QA, and final launch.

ADD'L TECHNICAL & SOFT SKILLS

- Responsive Web & Native Mobile App Design
- Enterprise Systems & Tools Design
- Agile Methodology
- Requirement Gathering
- Stakeholder Alignment
- PRD & SOW Creation
- Competitive Analysis
- Cross-functional Process Mapping & Optimization
- Heuristics
- Functional Prototypes
- Pixel-perfect Design & Quality Assurance
- Interaction & Design Spec Documentation
- Data Analysis
- Business Acumen
- Strategic Planning
- Project Management
- Creative Thinking & Problem Solving
- Verbal & Written Communication
- Executive Presentation
- Autonomy
- Team Building & Leadership
- Organization
- Craftsmanship
- Zoom, WebEx, Microsoft Teams, Slack
- Pages, Numbers, Keynote, iCloud
- Word, Excel, PowerPoint, Outlook, OneDrive

WHERE I'LL SUCCEED

A new job is a new relationship; some things are best said up front.

I thrive in workplaces built on respect, empathy, and curiosity. In such environments, every colleague's work, talent, and differing opinions are valued, regardless of seniority or department. I aim to contribute to a collaborative culture that embodies a "rising tides raise all ships" mentality, where honest, cross-functional feedback encourages personal growth and informs project decisions based on facts. I enjoy owning project management activities and evangelism, but prefer design tasks to comprise the majority of my capacity. I take pride in my work as a dedicated professional and live for the "AHA" moments when a solution to a complex problem comes into focus. While I'm no stranger to an all-nighter when necessary, I advocate for a healthy work-life balance for myself and my team.