

# DAN TRISTAN

I'm a Product Designer with a consulting, tech, enterprise, and agency background. I tell engaging stories and craft delightful, impactful, and accessible solutions rooted in user needs, research, and data.

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## SKILLS

Responsive web design

Mobile app design

Voice / conversation design

Kiosk design

Design systems

Qualitative research

Quantitative research

Data-informed design

Workshop facilitation

Journey mapping

Org design / team scaling

Product strategy

Cross-functional alignment

KPI / OKR definition

AI & emerging tech

## EDUCATION

### Flatiron School

Chicago, IL

Product Design, UX

### Boston University

Boston, MA

B.S. Business Administration

## RECENT EXPERIENCE



### McDonald's

Product Design Director (Interim) | Chicago, IL | 3/25 - Current

Oversee design and implementation across 5 teams, leading global web commerce platform, content management solution, and web design system

Partner with Product and Engineering to craft multiyear roadmaps

Define global standards, processes, and patterns for design team of 60+

Senior Product Design Lead | Chicago, IL | 3/24 - 3/25



### Shopify

Staff Product Designer, Growth | Remote | 5/22 - 9/23

Led design and product strategy for multichannel growth; shipped and evaluated 15+ features through A/B testing, opportunity analyses and prioritization, qualitative research, and performance optimization

Designed and supported zero-to-one strategy for automated ads product



### SpotOn

Product Design Director | Chicago, IL | 12/21 - 5/22

Led design across consumer and employee portfolio, including online ordering, banking, restaurant technology, and workforce management

Managed team of 5 designers; created design growth and recruiting playbook, design system best practices, global accessibility standards, and data-driven design frameworks

Product Design Lead | Chicago, IL | 2/21 - 12/21



### McKinsey & Co.

Senior Consultant, Design | Chicago, IL | 9/19 - 2/21

Led design workstreams and facilitated cross-functional workshops with C-suite clients; advised client leadership on building, scaling, and sustaining high-performing design teams

Launched conversational IVRs for Alzheimer's nonprofit and electric supplier; designed end-to-end solution for clinical research org; created new venture strategies for global retailer



### Slalom

Consultant, Design | Chicago, IL | 8/18 - 9/19

Led design workstreams for client and new business opportunities; focus areas included data management systems, responsive websites, and user portals across financial services, insurance, and healthcare industries



### United Airlines

Senior Product Designer | Chicago, IL | 6/17 - 8/18

Led UX, UI, research, content strategy, and accessibility across check-in, flight status, and all airport kiosk applications; led service design efforts to redesign physical gate layouts and boarding process

*Full employment history available at [linkedin.com/in/dantristan](https://www.linkedin.com/in/dantristan)*