

# DAN TRISTAN

I'm an experience designer with an agency, enterprise, startup, and consulting background. I tell engaging stories and craft delightful and accessible solutions based on research, data, context, and user needs.

 dantristan.com

 danttristan@gmail.com

 208-965-9053

## SKILLS & TOOLS

Responsive web design

Mobile app design

Voice / conversation design

Kiosk design

Design systems

Qualitative research

Quantitative research

Data visualization

Workshop facilitation

Figma / FigJam

Axure

Github

## EDUCATION

### Flatiron School

Chicago, IL

Product Design, UX

### Boston University

Boston, MA

B.S. Business Administration

## EXPERIENCE

### Shopify

Staff Product Designer | Chicago, IL | 5/22 - 9/23

Led design for multichannel growth initiatives and validated strategies through opportunity analyses, qualitative research, and multivariate experimentation

Led design and defined vision for 10 major features across Shop App ecosystem

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

### SpotOn

Product Design Lead | Chicago, IL | 2/21 - 5/22

Led design across product portfolio including online ordering, e-commerce, appointment management, cryptocurrency, and consumer and employee apps

Managed team of 5 designers; created design growth and recruiting framework, design system best practices, research processes, and global accessibility standards

### McKinsey & Company

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

Led projects and facilitated workshops to craft new business strategies and visions

Launched multilingual conversational IVR for Alzheimer's nonprofit, conversational IVR for electric supplier, and complex dashboards for two utility suppliers; designed solutions for clinical research org; created new venture strategies for global retailer

### Slalom

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

Led diverse projects designing dashboards and data management systems, facilitating workshops, user testing, and journey mapping / service blueprinting; primary industries included financial services, insurance, pharma, and healthcare

### United Airlines

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

Managed UX, visual design, accessibility requirements, research, and strategy across check-in, flight status, boarding pass, and all airport kiosk applications; led service design strategy to reimagine physical boarding process

### FCB

Design Strategist | Chicago, IL | 10/16 - 6/17

Led design, strategy, and research for Discover Card (consumer), Discover Global Network (B2B), Cox Communications, Boeing, and Comcast projects

### Manifest

Senior Design Associate | Chicago, IL | 2/16 - 10/16

Worked in agile environment with Allstate Online Sales to design responsive quoting applications for auto, motorcycle, home, and renter's insurance