

# Dan Harlow

## Lead UI/UX Designer

13+ years of experience designing streamlined, accessible software across industries ranging from manufacturing and shipping to finance and government healthcare.

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Brooklyn, NY

## EXPERIENCE

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### Career Development Break

AI, Strategy, and Upskilling · New York, NY Mar. 2025 - Oct. 2025

- Focused on personal health, portfolio refinement and upskilling in AI-assisted design and development workflows.

### Senior UX Designer

Brandwidth · New York, NY Mar. 2022 - Nov. 2024

*Brandwidth is a full service design agency with offices in New York and London, creating experiences and campaigns for clients like Dow Chemicals, Toyota, Uber, Nike, and Royal Caribbean.*

- Delivered UX and operational design updates to a global high-scale manufacturing and sales platform, contributing to a 35% increase in sales performance across 2024 and into 2025.
- Redesigned international customer support flows, driving a 50%+ reduction in platform support tickets.
- Spearheaded the pitch, creation, and launch of a scalable design system for an international conglomerate; adoption projected to reduce new feature development time by 40%.
- Designed and shipped product discovery and finder features, improving purchase flows and increasing overall conversion.
- Led projects within international distributed teams, mentoring junior designers and managing freelance contributors between timezones in New York and London.

### Senior UI/UX Designer

GDIT · Rensselaer, NY Jan. 2021 - Mar. 2022

*GDIT is a global technology services company that delivers solutions and services to every major agency across the United States government, defense, and intelligence communities.*

- Designed and launched an emergency messaging opt-in system adopted by 70%+ of new and existing New York State of Health users at rollout, supporting rapid public health communication.
- Championed WCAG-compliant accessibility standards, contributing to a 5% increase in successful signups for the New York State Healthcare system among users with disabilities.
- Initiated and built a scalable UI kit and component library, later adopted across NYSOH tools and reflected in the 2025 home page and dashboard redesign.
- Collaborated closely with researchers, developers, and QA teams to ensure on-time delivery and present design rationale to government stakeholders.

## SKILLS

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### Design Practices

- Interaction Design
- Prototyping
- Wireframing
- Design Systems
- Information Architecture
- Accessibility Standards (WCAG)
- Usability Testing
- User Journeys
- Quantitative User Research
- Heuristic Evaluations
- Developer Handoff
- A/B Testing and QA

### Strategy and Leadership

- Project Management
- Creative Oversight
- DesignOps
- Cross-functional Collaboration
- Product Roadmapping
- Stakeholder Management
- Mentoring Junior Designers

### Design Tools

- Adobe Creative Suite
- Figma
- Affinity
- Miro
- Jira

### AI Tools

- Claude
- Lovable
- Replit
- Cursor

### Developer Tools

- HTML/HTML5
- CSS/CSS3
- JavaScript
- Github
- Wordpress

## EDUCATION

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### Pratt Institute

Bachelor of Fine Arts  
Communications Design

## **Independent UI/UX Design and Front-end Consultant**

**Various Clients** · New York, NY and Albany, NY      May 2019 - Jan. 2021

- Designed a custom CMS login and dashboard system for a North American purchasing co-op based on requirements and design requests provided by the client. This also involved building and testing responsive frameworks on flexbox platforms with custom CSS/SCSS and featherweight JS.
- Wrote front-end code and updated responsive parameters for a food and beverage power player's new microsite. Built a new flexbox platform with custom CSS/SCSS and featherweight JS for transferring content based around design assets provided by the client.
- Redesigned the existing web presence for a leading technology company that operates within the food/beverage industries. Wrote custom JS animation and interactive components in addition to a custom, responsive front-end framework.

## **Lead Designer/Front-end Developer**

**Blue World Inc.** · New York, NY      Nov. 2014 - May 2019

*Blue World is a technology company that specializes in data collection and analysis, fulfillment, and marketing services specifically for companies in the food and beverage industries.*

- Hired as Blue World's first full-time design and front-end development lead, owning UI/UX and front-end delivery across client projects and internal products.
- Created and implemented design systems throughout Blue World's proprietary software suite, Big Blue. This helped expand Blue World's client base to include larger companies such as Nestle and Nabisco, as well as getting our foot in the door to pitch within the fast food restaurant space.
- Designed and built custom, client-specific dashboards and CMS systems while also establishing code documentation standards and collaborating with Blue World's back-end engineers on additional QA, debugging, and cross-device testing.

## **Graphic Designer**

**Pow Interactive** · Brooklyn, NY      Apr. 2012 - Aug. 2014

*Pow Interactive is a user experience design agency with expertise in creating financial service products for clients like Morgan Stanley, UBS, and Omnicom Media.*

- Established user maps and UI kit expansion throughout Morgan Stanley's 3D Banking system. This included producing QA documentation, CSS revisions, mobile design specifications, and style guides to support development teams.
- Created and extended brand systems and logos for Omnicom internal products and digital initiatives. This ranged from logo creation for in-development product experiences to expanding color systems and illustrative/photo-based supplemental materials for brand expansion.
- Oversaw and provided feedback to junior designers on the mapping and production work for all of our Morgan Stanley projects.