



Danielle Caldwell

PRODUCT DESIGN MANAGER

*Servant Leader, User Advocate,
Enterprise Applications*

- Portland, OR USA
- (315) 450 -1185
- daniellecaldwell.com
- dmcaldwe@gmail.com

ABOUT ME

- 15+ years designing product experiences for leading global brands shipping innovative B2C & B2B platform solutions.
- 6+ years leading high-output creative teams of 4-8 Designers in launching insight-driven software features that address customer needs and deliver immediate business value for Fortune 500 companies.
- Empathetic people manager passionate about developing Designers through direct coaching, connecting them with educational opportunities, and creating a diverse psychologically safe, and inclusive culture.

SKILLS

- Adaptable
- Agile Product Development
- Coaching
- Communication
- Cross-Functional Alignment
- Design Management
- Hiring
- Interaction Design
- Mockups
- Problem-Solving
- Prototyping
- User Research
- Visual Design

EDUCATION

Syracuse University, Bachelors of Industrial Design

Relevant Work Experience

USER EXPERIENCE DESIGN MANAGER

AppFolio 2022-PRESENT

Oversaw the experience vision, strategy, and implementation of AI-property maintenance tools to empower property managers to effectively scale their maintenance operations, resulting in a better service experience for residents and reduced costs for property managers.

- Managed four designers across various product development teams and guided them throughout the design process. Participated in regular user-insight gathering interviews, created Mixpanel funnels leveraging data analytics to evaluate user drop-off rates for various workflows, and assisted with synthesizing research.
- Providing personalized coaching, career planning, and performance management. Connected Designers with training and internal growth opportunities across the company resulting in two Designer promotions.
- Worked cross-functionally with my leadership squad to monitor team health, remove obstacles, and support Product Development delivery against strategic OKRs across all five Maintenance Domain teams.
- Coordinated weekly design review ceremonies for the entire UX organization of 50+ Designers to create more continuity, align on design thinking principles, and promote a culture where Designers feel psychologically safe giving and receiving critical feedback..

PRODUCT DESIGN MANAGER

Lithia Motors / Driveway 2020-2022

Drove user-centered Product Design delivery across the entire B2C e-commerce funnel for one of the largest automotive retailers in the US. Led execution of UX/UI enhancements to the search results page and checkout flow to optimize the online car-buying experience for usability and affordability; the results of which exceeded company transaction run-rate conversion targets by 27% in 2022.

- Paired closely with Product and content Designers in Figma; provided feedback on wireframes and prototypes to explore and articulate design decisions, and helped them practice executive communication skills for design reviews and critiques.
- Facilitated weekly cross-functional design planning with Product development; to identify, scope, and prioritize work and assign work for 8-10 Designers, including two UX writers. Oversaw project assignments and day-to-day activities with a sense of urgency; ensuring timely delivery while maintaining quality and documenting progress.
- Drafted and launched a performance management process for the entire 30+ experience design organization to create transparency around evaluating design craft and rewarding individual performance.
- Partnered closely with HR Learning Team to test and evaluate multiple Ed-Tech platforms. Administrated the rollout of the LinkedIn Learning platform to the entire 80+ product development organization to support continuous learning and growth.

PRODUCT DESIGN MANAGER

Epiq 2018-2020

Developed and implemented a design strategy in unifying branding and user experience across an ecosystem of approx. 15+ separate product and service platforms via the adoption of a design system. Aggregated multiple product platforms into a first-of-its-kind single client portal dashboard to streamline the customer experience, providing customers with deeper insight into their business processes.

- Collaborated cross-functionally with Product, Design, Engineering, Product Marketing, and Sales to review Product roadmaps, align Product strategy, understand technical constraints, and define a UX design vision for a unified client portal and data visualization dashboard.
- Player-coach pairing with my Designers to produce design concepts such as sitemaps, personas, mockups, and prototypes to eliminate ambiguity and build consensus from stakeholders and validation from customers.
- Doubled the size of the in-house Product Design organization from three to six Designers to deliver core features of the platform. Advocated for Design by partnering with HR to establish a progressive career track for design roles.