

# DAN LUTGER

Senior Product Designer  
UX Certified

## HI, I'M DAN

I'm a user experience and product designer. I excel at making complex web applications easy and enjoyable to use through data-driven, user-centered design methods. I'm familiar with working in an agile environment with lean (if not guerrilla) UX processes. I can build and manage design teams and help any company or startup establish design as a product discipline. I'm at my best collaborating with sharp learners and teachers. I love playing drums, pinball, taking pictures, and eating second helpings.

## SKILLS

Design Team & Process Building, Design Team Management, Mock Ups, Prototyping, User Interviews, Surveys, Competitive Analysis, Usability Testing, Design Systems, User Interface Design, Personas, Journey Maps, Workflows, Wireflows, Use Cases, Heuristic Evaluations

## CERTIFICATIONS

Nielsen Norman Group

- UX Management, 2019
- Interaction Design, 2020

## CONTACT

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## EXPERIENCE

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### Senior Design Manager

Label Insight, Inc. 2013 — 2020

- Employee #1 - Helped company grow from 4 to 140 people and \$0-\$12M ARR
- Senior UX Product Designer responsible for UX (User Experience), UI (User Interface), ID (Interaction Design), IA (Information Architecture), Data Visualization
- Developed design team and management structure of UX product designers across all cross functional teams
- Responsible for product design development of our internal and external desktop and mobile applications from initial concepts through continuous feature iterations across all cross-functional teams
- Developed company design systems and component libraries
- Management and development of new United States and Canadian SmartLabel™ concepts and iterations working directly with the industry's top CPG (consumer packaged goods) companies and the CBA (Consumer Brands Association)
- Charter member of company culture team responsible for developing company values and mission statement, planning and executing bi-annual company all-hands meeting, weekly company 360 meeting, and various company activities including the creation of a secret society based on pizza

### Creative Director / Product Design Manager / Front End Engineer

Label Insight, Inc. 2008 — 2013

- Head of Research and Development for company redeployment as FoodEssentials.com from EatingSafe.com
- Lead front end engineering of mobile and desktop, internal and external facing products including our initial SmartLabel™ template
- Designed and developed flagship product platform to enhance comparisons and analysis of consumer packaged goods
- Designed and managed remote development of internal product collection and consumer facing food scanning and recommendation applications (Gizmodo "This Week's Best iPhone Apps", FoodEssentials Scanner, Mar 2010)
- Designed and developed company marketing materials
- Performed various PR (Public Relations) duties
- Played key role in directing transition of FoodEssentials brand to Label Insight. Creative directed both company rebranding, style guide, and UI kit as well as re-engineering & re-deployment of our main customer-facing flagship product.

### Web Developer / UX Product Designer

Luku Rocks Photography & Design 2003 — 2008

Brandwand Media 2001 — 2003

up/dn Media Group, Inc. 1998 — 2001

- Developed database driven websites from concept through deployment including UX, visual design, and programming

### Associate Director / Source Code Administrator

UBS Investment Bank 2007 — 2008

Perot Systems (Contracted to UBS) 1997 — 2006

- Supported formal CM (Change Management) process and tools
- Consulted and trained software development teams on adopting CM processes

## EDUCATION

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University of Illinois at Chicago

B.A., Photography / Film / Electronic Visualization, 1995

- Recipient of School Faculty Prize for Electronic Visualization, 1995
- Recipient of Talented Tuition Waiver, 1995