

Daniel Na

SENIOR PRODUCT DESIGNER

8+ years of experience crafting user-centered digital products across search, video, and AI. Specializes in UX strategy, cross-functional alignment, A/B testing, and delivering measurable business results. Passionate about turning insights into scalable systems and intuitive workflows.

WORK EXPERIENCE

Product Designer (Operating at senior level) / Getty Images

FEB 2022 - PRESENT / Full-time, remote

- Led search experiences rooted in user insights, optimizing user experience while driving business results.
- Collaborated cross-functionally and led alignment through defining design direction, strategic storytelling, and goal-focused discussions.
- Drove design strategy to promote video offering in search on Getty & iStock, driving +23% video engagement, +5% downloads, and +8% revenue.
- Led UX strategy for LLM-based conversational AI search, including research planning, user flow evaluation, feature direction, and prioritization.
- Mentored a junior designer, and prioritized data-driven decisions through A/B testing, analytics, and UI trade-offs.

Product Designer / Traction Rec

NOV 2020 - JAN 2022 / Full-time, Vancouver, BC

- Led design and research for a Salesforce-based B2B2C platform that enabled hosting live and on-demand events within digital communities.
- Delivered admin and end-user experience with a playlist feature, resulting in +24% longer session times, and +18% return visits.
- Facilitated workshops, user interviews, and design critiques to align cross-functional teams and uncover core user needs.
- Partnered closely with PMs & engineers to design within Salesforce and CMS constraints.

Product Designer / meshMD

OCT 2017 - SEP 2020 / Full-time, Toronto, ON

- Led redesign of a patient enrolment portal for a B2B SaaS product based on user insights, streamlining daily workflows for health care providers.
- Designed CMS tools for internal staff, balancing admin usability with technical constraints for sensitive patient data management.
- Conducted A/B testing and optimized form workflows, reducing task errors and improving completion speed.
- Designed accessible UI components to support WCAG compliance.

Design Intern / iMedia Designs

MAR 2017 - JUN 2017 / Full-time, Toronto, ON

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EDUCATION

HUMBER COLLEGE

Multimedia Design & Development

Diploma (Hons.)

SKILLS

UX Strategy · Interaction Design · Information Architecture · Design Systems · A/B Testing · Accessibility (WCAG) · Usability Testing · Mobile & Web Design · Cross-functional Collaboration · Prototyping · Data-Driven Design · Data Analytics · Research Synthesis · Figma · HTML/CSS · Front-end Coding

TOOLS

Figma, Sketch, XD, Miro, GitHub, Google Analytics, HTML/CSS

SOCIAL

[linkedin.com/in/woodanielna](https://www.linkedin.com/in/woodanielna)

dribbble.com/danielna