

Daniel Wang

Product Designer · Palo Alto, CA · daniel.wang.vaa2el@statefarm.com · [linkedin.com/in/danielclwang](https://www.linkedin.com/in/danielclwang)

S U M M A R Y

Full-stack Product Designer and rare combination of strategist, researcher, architect, and maker — capable of leading every phase of the product design lifecycle from executive alignment and discovery through research, process design, visual design, prototyping, testing, and delivery. With 20+ years spanning VP-level leadership, enterprise product management, and hands-on product design, I bring a perspective that most designers simply cannot offer: I have sat in the boardroom and at the pixel level, and I know how to connect both. Early adopter with the foresight to first learn how to design AI products — before it became an industry conversation — then applying that expertise directly to design AI-powered products like the AI Claims Predictor, while actively using AI tools to accelerate and elevate the design process itself. If you are looking for a designer who can do it all and lead others to do the same, that is exactly what I bring to this role.

E X P E R I E N C E

Product Designer

2023 – Present

State Farm · Innovation Group / XD · Palo Alto, CA

- Led and collaborated with a lead data scientist and lead engineer to prototype the first AI product in State Farm's Innovation Group — the AI Claims Predictor — pioneering AI-driven product design within the organization
- Designed and implemented a rapid consumer desirability research process — a lightweight discovery sprint that validated product concepts with real users before committing full team resources, compressing timelines from months to days and ensuring only high-confidence ideas advanced to development — work presented company-wide in a primetime session with the CFO
- Architected and shaped the Home+ Score product by mapping service ecosystems and customer journeys from concept through handoff
- Identified a high-value product experience gap through user interviews and empathy studies, synthesizing consumer insights into process flows, journey maps, and conceptual frameworks that defined the product's strategic direction from the ground up
- Created low-to-high fidelity wireframes and interactive prototypes to communicate design strategy and interaction behaviors, enabling confident decision-making and alignment across product, strategy, and engineering stakeholders
- Proactively identified experience design problems and guided product direction by integrating multiple viewpoints — consumer research, business objectives, and technical constraints — into a cohesive end-to-end product experience
- Partnered with technology colleagues to define high-fidelity design assets and acceptance criteria, ensuring design intent was faithfully translated through development and delivered to market

UX Architect

2020 – 2023

- Led end-to-end product experience design across iOS, Android, and Alexa — creating process flows, journey maps, wireframes, and low-to-high fidelity prototypes to communicate design strategies and interaction behaviors
- Served as design lead alongside Accenture design leads and cross-functional designers to ensure clean, precise handoffs; co-established State Farm's own end-to-end design process, operating within agile sprints and code freeze deadlines — consistently delivered on target without ever missing a date or requesting more time
- Conceived and launched a self-development workshop series for the Innovation Group design team, creating a peer learning culture where designers shared expertise and explored emerging tools such as Unity and Figma — elevating the team's collective skill set and fostering continuous growth
- Governed digital experience design standards, style guides, and pattern libraries across three platforms, ensuring consistent, high-quality user experiences and filing deviation exception requests as needed
- Collaborated with product, business, and Accenture architecture partners to uncover customer pain points through usability and empathy studies, supporting early product definition and improving overall experience
- Facilitated Design Thinking and User Centered Design workshops, establishing the Innovation Group's inaugural design concept process; delivered full senior-lead scope with a team of two in 2 weeks vs. a competing team's 3 months
- Coordinated product designers and served as primary stakeholder liaison for research, product, and business partners, keeping IG leadership informed of progress and issues throughout

Advisor

2018 – 2019

Microverse (Y-Combinator S19) · San Francisco Bay Area

- Provided strategic product and UX design guidance to this Y Combinator-backed edtech platform, advising on user-centered design approaches during early growth

Vice President

2016 – 2018

CBS Corporation

- Led cross-functional technology and product teams across digital media properties, overseeing end-to-end product experience strategy, UX direction, and platform architecture
- Drove digital transformation initiatives managing executive stakeholder relationships and multimillion-dollar technology budgets

Regional Director

2012 – 2013

AOL · San Francisco Bay Area

- Managed a regional organization of 220 people across 5 directors and a \$10M cost center, overseeing content writers, designers, managers, marketers, and strategists across digital properties including TechCrunch, Patch, Huffington Post, and MapQuest
- Architected end-to-end processes spanning client onboarding through campaign launch and customer success, bringing structure, accountability, and measurable outcomes to a large cross-functional team

Digital Product Manager

2003 – 2012

Verizon · Los Angeles, CA

- Managed a portfolio of mobile, broadband, and enterprise digital products — leading roadmap, go-to-market strategy, and cross-functional execution for consumer-facing platforms
- Collaborated with UX, engineering, and marketing to launch and iterate digital products at scale, applying user-centered design and data analytics to inform decisions

E D U C A T I O N

Master of Business Administration (MBA)

Pepperdine Graziadio Business School

Bachelor's Degree, Marketing

University of Massachusetts Amherst

Analytic Techniques for Business Specialization

Duke University

C E R T I F I C A T I O N S

- Designing AI Products — IBM Principal Designer Robert Redmond
- Claude 101
- Certified Usability Analyst (CUA)
- UX Design & Voice UI (VUI) — CareerFoundry
- Master Certificate in Digital Advertising
- CoPilot AI Power Up Program – Plan Designer Fundamentals
- PMI-CPMAI: Agile & PMI Best Practices in AI Project Management (in progress)

S K I L L S & T O O L S

Experience Design

UX/UI Architecture
Visual & Interaction Design
Design Thinking & Service Design
User-Centered Design
Storytelling
Information Architecture
Journey Mapping
Wireframing & Prototyping
Usability & Empathy Studies
Accessibility Standards
Multiple Discovery Techniques
Affinity Mapping
Designing AI Products
Building AI Agents

Tools

Lovable.dev (Gold Level)
Replit
Claude Pro
Claude Cowork
Claude Design
Figma (Expert)
Sketch · Abstract
Balsamiq · Mural · Miro
GitLab · Trello · Version1
ChatGPT
Google Stitch
Zoom Whiteboard
InVision
Gemini Canvas

Research & Platforms

UserInterviews.com
Atoms.dev
Dscout
Toluna
Suzy
HotJar
21st.dev
Refero
Mobbin
NotebookLM
Phathom AI
iOS HIG
Material Design
Alexa Skills Kit