

Daniel Erwin

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I guide teams to discover opportunities and solve them with intuitive, powerful technology such as AI. My passion is empowering users with the minimal product possible.

work

Cisco Splunk
2024 - Present

Experience Designer

Brought new AI features to Splunk O11y Cloud while coordinating design across the entire Digital Experience Monitoring program and mentoring younger designers.

Cisco AppDynamics
2021 - 2024

Principal Designer

Researched, designed, and launched Business Insights in AppD Cloud. Designed this new domain within an emerging platform while developing a design system, maturing design processes, and creating space for human-centered design.

ontrak
2019 - 2021

Principal Designer

Amplified digital transformation of healthcare with human-centered service design – cross-org workshops, research trips, etc. Enrolled of 1000s of new members, upped efficiency of 200-person team by 10+%, and drove 2% of top-line revenue.

KeepTruckin
2018 - 2019

Product Design Manager

Hired and led designers to turn exec. visions and market openings into feasible wireframes. Helped scale to \$2.3B valuation, launch products, and scale research.

GE Digital
2016 - 2018

UX Design Strategy and Research - Predix Platform

Upgraded Developer Experience to add 30k developers; defined strategy for Edge IoT devices. Scaled usability testing to over 40 tests/year with 100s of users.

Moovel Group
2015

Product Manager (Consultant)

Refined RideScout MVP business and design strategy, proved feasibility to Daimler execs with working prototype. Defined KPIs, user stories to drive eng. team sprints.

BitTorrent
2014 - 2015

User Experience Manager

Brought intuitive, beautiful distributed filesharing to millions of users. Delivered qual and quant KPIs, negotiated feature priorities, managed personnel.

2013 - 2014

Interaction Designer

Drove a lean, user-centered design process, iteratively validating and prioritizing key user improvements in an agile scrum team building a smart TV app.

Cisco
2011 - 2013

Interaction Designer

Simplified tablet telephony, preserving enterprise functionality. Scrum Master.

frog design
2010

Interaction Designer

Designed and documented a multi-platform interface for a premier global brand.

A Briggs Passport & Visa
2008 - 2010

UX Engineer

Connected 15 US offices by designing and coding digital systems. LAMP stack.

education

IIT Institute of Design
University of Texas at Dallas

Master of Design – Interaction Design

B.A. – Literary Studies and Fine Art Magna cum laude

skills

Visualizing concepts
Design research
Software Dev
Metrics & Analytics

Journey maps, user scenarios, wireframes, engineering specifications; Figma, AI, etc
Remote, usability studies; ethnographic, contextual interviews; Video, in person
CSS, HTML, Javascript, PHP & MySQL, Java, Android
Pivot tables (excel), SQL, Power BI development, data viz