

DAN LUTGER

Senior User Experience
Architect and 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

User Experience Architecture and Design, 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

- 📞 312-715-8585
- ✉ dan.lutger@gmail.com
- 🌐 linkedin.com/in/danlutger
- 🌐 lukurocks.com
- 🏠 Chicago, Illinois, USA

EXPERIENCE

Senior UX/UI Product Designer

Felux 2020 — 2023

- Founding designer and first product hire
- Senior Product Designer responsible for full stack of user experience
- Responsible for full redesign of consumer-facing platform and experience
- Established product design thinking as a company discipline and culture while providing expertise on best product design practices and future product hires.
- Provided creative output and direction for rebranding and marketing design
- Directed external design team to drive multiple design project iterations simultaneously
- Partnered closely with product managers, engineering, customer success, and sales leadership to create user-centered, data-driven, and cohesive user experiences across all products

Senior Design Manager

Label Insight, Inc. 2013 — 2020

- Employee #1, founding designer, helped company grow from 4 to 140 people and from \$0-\$12M ARR
- Senior UX Product Designer responsible for full stack of user experience, design systems and component libraries
- Developed design team and management structure of UX product designers across all cross functional teams
- Responsible for product design of internal and external desktop and mobile applications from initial concepts through continuous features
- Development of North American SmartLabel™ features working directly with the industry's top consumer packaged goods companies (Unilever, Pepsi, Conagra etc) and the Consumer Brands Association
- Culture team charter member responsible for developing company values and mission statement, planning and executing bi-annual all-hands, weekly 360 meetings, and other company activities including the creation of a secret society focused around pizza

Product Design Manager / Front End Engineer / Creative Director

Label Insight, Inc. 2008 — 2013

- Directed two company rebrands to Label Insight from FoodEssentials and from EatingSafe including design systems, style guides, marketing materials and redeployments of flagship products.
- 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)

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

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