

# Daniel Genser

## UX/UI Designer

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### Summary

UX/UI designer with broad experience in all facets of web and app design, from user research to design to technical development, and validation.

### Education

Pierce College  
Digital Design  
2000–2002

### Skills and Tools

UI for Web & Apps  
Figma/Sketch/Adobe  
HTML/CSS  
Rapid Prototyping  
User Interviews  
Usability Testing  
A/B Testing  
Information Architecture  
Design Thinking  
Design Systems

## Work History

### UX Designer • Booking.com

July 2015–January 2021

Designed websites and apps for Villas.com Web, Booking Home Web and Apps, App Search Experience, and cross-platform Partner Messaging teams. Projects typically incorporated qualitative user research, collaboration with stakeholders, and rigorous experiment testing with millions of visitors.

- Redesigned Booking Home property page and created new UI elements to support unique needs of travellers staying in homes and apartments resulting in significant conversion rate uplift.
- Improved app search components such as calendars, search results cards, disambiguation interfaces, and destination suggestion card sets. Resulted in increased conversion and traveller satisfaction.
- Reduced friction between hotel partners, customer service agents, and travellers by designing new help chatbot and messaging interfaces for hotel partner-facing web portal, iOS, and Android apps.
- Designed and carried out key user research activities, including traveller interviews, usability testing, in-product surveys, and ethnographic studies which informed product direction.
- Key member of Design Lab community, facilitated workshops, and design sprints.

### Co-founder & Lead Designer • Zigflitz

July 2005–January 2015

One-half of two-person freelance design studio spanning ten years of projects and collaborations.

- Co-founded and led design of TypeEngine, a platform that enabled indie publishers to create, edit, and publish their own cross-platform subscription magazine apps for the web, iOS, and Android. Featured on the podcast “Founder’s Talk” and covered in The Guardian, New York Times, and tech press outlets. TypeEngine publications were routinely marked as featured titles on Apple’s Newsstand App Store.
- Prior to starting TypeEngine, primary work included web design for small businesses, software UX/UI consulting, and editorial design services. Managed all aspects of web design agency work.

## **Senior Information Architect/UX Designer • Identity Mind**

March 2014–January 2015

- Designed information architecture, UX flows, and visual design of highly successful web application for Trupanion.com, used in thousands of veterinary clinics around the United States and Europe.
- Designed IA, UX flows, and UI for Accenture's Claims Adjuster Windows Phone app, assisting insurance adjusters working in the field to schedule appointments, map their route, file claims, and add notes.

## **UI/UX Designer • Redfin.com**

September 2013–February 2014

- Designed new suite of home card components for design system used on Redfin.com as well as Redfin's iOS and Android apps.
- Collaborated on speculative design for dynamic personalized home page, allowing home buyers an up-to-date glimpse at the latest activity in their home search.

## **Senior Designer • Übermind (Deloitte Digital)**

March 2011–December 2011

- Collaborated on high profile SocMob project commissioned by Target, utilizing speculative design to pitch the future of Target retail stores, integrating apps, social media, gamification, and mobile devices into compelling retail experiences, augmented by social and mobile tech.
- Designed TruTV2Go Android and iPad apps for Turner Broadcasting.
- Visual design for key elements of Showtime Anywhere iPad app.

## **Designer • Parallels.com**

January 2009–February 2011

- Designed product website, email marketing, and landing pages in support of Parallels Desktop 5 and Parallels Desktop 6 launches.