DANIELA GROSZ

Lead Product Designer · SaaS · Complex Workflows · Data-rich Interfaces
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SUMMARY

Lead Product Designer with 8+ years of experience designing complex, workflow-driven SaaS and B2B platforms. Specializes in data-rich interfaces, multi-step workflows, role-based systems, and scalable design systems. Thrives in ambiguous problem spaces, partnering closely with Product and Engineering to translate strategic goals and customer pain points into clear, high-craft product experiences.

EXPERIENCE

Digital Product Designer, Lead · Southern Glazer's Wine & Spirits *July 2024 – March 2026*

- Led end-to-end design for a complex, multi-role B2B SaaS platform, owning discovery through delivery of workflow-heavy experiences for inside sales and customer service teams and reducing time-to-order by 25%.
- Designed data-rich interfaces including ordering dashboards, account management tools, and invoice workflows, balancing role-based permissions and platform scalability across a unified system.
- Redesigned invoice and payment workflows, translating complex pricing logic into clear, navigable interfaces that reduced cognitive load for non-technical users.

Senior Product Designer, Enterprise Growth & Trust & Safety · Upwork *Oct 2022 – Jan 2024*

- Designed enterprise growth experiences for millions of users, partnering with Product, Engineering, and Data to run experiments improving onboarding, activation, and engagement through data-informed iteration.
- Maintained design system consistency while shipping high-velocity experiments, balancing craft, performance, and scalability across a large, evolving consumer platform.

Senior Product Designer · Revegy *Aug 2021 – Aug 2022*

- Designed CRM experiences for enterprise sales teams, simplifying complex account management and revenue workflows across high-volume, data-heavy B2B interfaces. Partnered closely with Engineering to translate requirements into scalable, component-driven solutions.

UX Designer / Business Analyst · NYC Mayor's Office of Contract Services *Sept 2019 – July 2021*

- Designed procurement and vendor management workflows for NYC government agencies, translating regulatory complexity and multi-stakeholder requirements into accessible, iterative digital services.
- Conducted user research and facilitated stakeholder workshops to define scope, align on priorities, and validate design decisions across complex, workflow-driven government systems.

PROJECTS

Scale Sanity Check · scale-sanity-check.vercel.app*2026*

- Independently designed and shipped a data-rich SaaS profitability calculator in one week, using AI-assisted development to go from concept to live product.

EDUCATION

Master of Public Administration · **Baruch College**
Focus: institutional systems, governance frameworks, and public-sector policy design

Bachelor of Arts — Anthropology & Political Science · **University of Florida**

RECOGNITION & CERTIFICATIONS

- Advanced to final interview round for Senior Product Designer (L6) at Amazon following full multi-stage loop evaluation
- BrainStation UX/UI Diploma · Future Leader of Tech Fellow

SKILLS

UX & Design: Complex Workflow Design · Data-rich Interfaces · Wireframing & Prototyping · Journey Maps · Personas · Usability Evaluation · Design Systems · Role-based Permissions
Research: User & Stakeholder Interviews · Usability Testing · Concept Validation · A/B Testing · Analytics-driven Design
Agile: Agile/Scrum · User Story Writing · Cross-functional Collaboration · Stakeholder Communication
Tools: Figma · Component Libraries · Miro · Analytics Platforms · GitHub