

DANIELLE GILMAN

786-556-7600 | www.daniellegilman.com | [/in/daniellegilman/](https://in.daniellegilman/) | danusha@gmail.com | Ashburn,VA

Senior Product Designer with 6+ years designing data-heavy enterprise and fintech applications. Hands-on across the full design lifecycle: user research, usability testing, information architecture, workflows, wireframes, interactive prototypes, and high-fidelity UI. I partner with product owners, developers, and business stakeholders to drive evidence-based decisions. Proven results include a 15-point NPS lift, a ~40% drop in support cases, and a full design system migration delivered in one quarter.

EXPERIENCE

SENIOR PRODUCT DESIGNER - Cisco (03/2024 - 08/2026)

Led design and strategy for Cisco IT's most complex data heavy applications.

- Led the migration of an entire multi-module application to a new design system **within a single quarter**
- Created and managed featured design library including building scalable components, mentoring team on component creation, and maintaining documentation
- Led design operations across a team of up to **12 designers** — running sprint refinement, commits, design reviews, and retrospectives
- Owned Figma project organization and file standards, ensuring uniformity and scalability across all team deliverables
- Drove the **first year-over-year NPS increase in 6 years** for our Licensing application, achieving a **15-point lift** between Q3 FY25 and Q1 FY26
- Reduced customer support cases by **~40%** since Q3 FY25 through targeted UX improvements and design system consistency

UX DESIGNER - Cisco (08/2022-03/2024)

Design lead focused on integrating recent acquisitions into Cisco's sales platforms including Salesforce and internal tools.

- Designed custom features for sellers within Cisco's analytics tools, supporting the company's strategic shift to a recurring revenue model
- Led design for **Go-to-Market Blueprint / Salesforce One** — a large-scale onboarding initiative spanning **38 core use cases across 9 workstreams**, touching every phase of the sales lifecycle
- Designed the Customer for Life sellers and managers dashboard, including full research validation and readout

SENIOR DESIGNER - Nasdaq (2021-2022)

Lead designer across three development teams on the Investment Intelligence Analytics platform

- Designed custom features for strategic clients within a constrained legacy environment supporting three different JavaScript frameworks
- Redesigned the User Admin dashboard, reducing average firm sign-up time from **30 minutes to 3 minutes**

PRODUCT DESIGNER - CopperWire (2018 – 2020)

Sole designer responsible for defining design direction, process, and research across all projects.

- Owned the full design lifecycle: requirements gathering, stakeholder alignment, wireframes and prototypes, and design verification across projects.
- Designed a data upload tool for a LiDAR scanning company, including the dashboard, data architecture, and client-facing pages

SKILLS AND TOOLS

Design & Collaboration Tools: Figma, Claude, Design Systems (Tokens, Variables, Modes), Responsive & Adaptive Design, Wireframes, Prototypes, Storyboards, Interaction Design, Information Architecture, Agile & Scrum Methodologies, Jira, Confluence, Miro, Cursor, Salesforce, Internal Tools UX

Product Strategy & Leadership: Roadmap Planning, Cross-Functional Leadership, Stakeholder Management, Team Mentorship & Development, DesignOps, Strategic Alignment

User Research & Data Fluency: User Research, Usability Testing, Customer Journey Mapping, Data-Driven Design, Metrics & Analytics Interpretation, A/B Testing & Experimentation

EDUCATION

B.S. in Computational Media (2010)

Georgia Institute of Technology

NN/G Certification (2022)

Research Specialization