

# ROSE DANIEL

Product Design Leader | Systems, Platforms & AI

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## SUMMARY

I design products that give people permission to be human.

15+ years designing enterprise and consumer products across workforce platforms, aviation systems, and large-scale digital experiences. I specialize in simplifying complex systems, shaping product direction, and building software that feels clear, capable, and easy to move through.

Experienced leading platform redesigns, workflow modernization efforts, and product transformations for Fortune 500 organizations. Strong background in interaction design, information architecture, rapid prototyping, AI-assisted workflows, and cross-functional product development.

## WORK EXPERIENCE

### ADP, Atlanta, GA

#### Lead Product Designer | 2021–Present

- Lead product design initiatives across workforce platforms serving 50M+ workers globally, shaping leave, benefits, and employee experience systems.
- Built reusable workflow architecture adopted across ADP Workforce Now, creating consistency across complex enterprise experiences.
- Replaced fragmented legacy processes with unified platform experiences serving practitioners, managers, and employees through a shared system.
- Introduced a ledger-based interaction model that simplified accruals, balances, and leave tracking across multiple product surfaces.
- Designed centralized case management experiences that improved visibility across tasks, documentation, status, and operational workflows.
- Led the platform's first self-service maternity leave planning experience, improving user confidence and reducing dependency on HR support.
- Built launch-ready prototypes with code using AI-assisted workflows and modern prototyping tools to accelerate iteration and reduce handoff friction.
- Facilitated weekly design critiques and storytelling reviews that elevated product thinking, design craft, and stakeholder communication across teams.

### Honeywell Aerospace, Atlanta, GA

#### Senior Product Designer | 2017–2019

- Contributed to Honeywell Forge for Business Aviation, an integrated flight operations platform used by global aircraft fleets.
- Designed operational software for pilots, dispatchers, and fleet operators working in high-consequence environments where speed and clarity mattered.
- Translated technical, navigational, and operational requirements into interfaces built for rapid interpretation and usability.

### Digitas, Atlanta, GA

#### Associate Creative Director | 2016–2017

- Led cross-functional design and content system initiatives for Nissan and Infiniti USA's customer-facing digital platforms.
- Supported large-scale platform migration and modernization efforts across one of the country's largest automotive retail ecosystems.

## **Lavish Mischief, Atlanta, GA**

### **Founder & Creative Director | 2025–Present**

- Founded a cultural architecture studio designing recurring gatherings, social environments, and experience systems centered on leisure and connection.
- Created Motion Pictures, a recurring salon series blending music, film, and conversation with 100% sell-through across its first three editions.
- Built a distinctive hospitality framework focused on atmosphere, social connection, and restoring meaningful third spaces.

## **SKILLS**

UI Design • Product Strategy • Systems Design • Platform Modernization • Information Architecture • Interaction Design • UX Research • Rapid Prototyping • AI-Assisted Design • Enterprise Workflows • Cross-functional Leadership • Executive Communication

## **TOOLS**

Figma • Figma Make • Claude • Claude Code • Cursor • Framer • v0 • Maze • Jira • Notion

## **LEADERSHIP & COMMUNITY**

United Way of Greater Atlanta VIP Cohort, Spring 2026 — Nonprofit governance and civic leadership program.