Danielle Spence | Product Designer

Senior Product Designer with 7+ years of experience leading strategy, research, and design for fintech, B2B, and consumer platforms. I specialize in onboarding, activation, and white-label UX solutions, driving product growth through user-centered systems.

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Experience

Ouro | Lead Product Designer
June 2024 – PRESENT

Led end-to-end product design and platform audits for PayPal Prepaid, Brinks, and Netspend, identifying critical user pain points and delivering insights to drive product improvements

Redesigned card activation flow, increasing in-app activations by 25%

Developed onboarding strategy grounded in LTV metrics, contributing to sign-up growth and improved retention

Supported white-labeling initiatives across 10+ brands, unifying design systems and information architecture

Freelance | Product Designer & Founder
JUN 2019 – AUG 2022

Co-founded and led end-to-end design for a fintech investment app with 100K monthly active users and 7-figure ARR

Led a team of 5 designers to create a 55-inch interactive touch table experience for COP28, using storytelling and data visualization to engage global climate stakeholders

Conducted user research and usability testing with 50+ participants to inform design decisions across various industries

Accenture | UX Designer
OCT 2017 – MAY 2019

Designed feature onboarding flows for a Midwest energy mobile app (iOS & Android) with over 4.7M customers

Improved white-label component integration and functionality across energy SaaS platforms

AHIMA | UX Designer
JUL 2016 – AUG 2017

First UX hire; established design best practices and drove a 300% increase in online visitors

Improved session duration by 22% through design enhancements and data-informed decisions

Education

Florida A&M University
2009 - 2010

Coursework toward BFA

International Academy of Design and Technology
2010 - 2012

Bachelor of Fine Arts

Certificate

Designation Labs
2017

UI/UX Design Lab Inc

Skills & Languages

Design Tools
Figma · Sketch · Adobe Creative Clouds · Principle · InVision · Confluence · CSS · JavaScript · Jira Data visualization · User research · Affinity diagram · User flow · Journey mapping · Wire-framing

Skills
User Research · Usability Testing · Prototyping · Personas · Storyboarding · Affinity Diagrams · Workshopping · Information Architecture