

Dan Maser

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WORK EXPERIENCE

Ford Motor Company: Connected Services

Dearborn, MI

Senior Product Designer

July 2024 - Present

- Spearheaded research and design for a BlueCruise in-vehicle onboarding guide that increased subscription discoverability and trial start date. Delivered in 3 months, projecting \$2.3M annual revenue.
 - Beta software achieved an 81% click-through rate and a 55% faster trial adoption rate in, validating the design for a full 2025 production release.
- Pivoted the multi-year executive roadmap for the "Ford Trust Center" application by leading UX research that demonstrated a critical need for customer-centric privacy education over the previously planned privacy gamification.
 - Improved projected customer trust by 21% by conducting 7+ rounds of user research and creating 3+ prototypes, which resulted in a reprioritized, streamlined MVP focused on core user needs.
- Drove full redesign of subscription browser experience (impacting ~400,000 unique visitors/month), significantly enhancing user satisfaction and accessibility across all screen sizes by modernizing the interface and optimizing usability.

Ford Motor Company: FordLabs

Ann Arbor, MI

Senior Product Designer

Oct 2023 - May 2024

- Led the redesign of Ford's next-gen autonomous vehicle event tagging system, conducting user research to diagnose pain points, resulting in a simplified tagging software with standardized language that reduced error rates by over 80%, while enhancing ergonomics and minimizing cognitive load
- Optimized Ford.com's 'My Account' webpage (serving 2M unique visitors/month) by identifying and implementing user-desired, targeted content derived from discovery interviews, user surveys, and A/B usability testing, achieving a 245% increase in feature click-through rate.

Product Designer

Sep 2021 - Sep 2023

- Orchestrated end-to-end design work on a task management tool enabling 3,100 North American dealers to meet E.V. certification requirements on time. The software centralized and dynamically tracked 100+ certification requirements resulting in \$2.5M total cost reduction and 11% dealer trust increase.
 - Conducted 35+ user interviews with dealership employees and Ford field team members, gaining insights that led to increased E.V. dealership understanding, corporate visibility, and an E.V. certification policy overhaul.
 - Executed cross-functional collaboration with Model e stakeholders and FordLabs engineers to identify most needed aspects for dealers and launch MVP, version 1 of tool in 34 business days.
 - Led multiple product demos including executive presentations directly to Ford Model e COO and a 250+ Model e "all-hands" meeting.
- Formulated design system overhaul for "RetroQuest", an internal retrospective tool, implementing dark mode, accessibility improvements, and an account security feature, resulting in 8% growth in total sessions.
- Administered responsive breakpoint redesign for internal status update tool, leveraging Amplitude analytics and 10+ user interviews to identify top frustrations and solutions, increasing 'ease of use' score by 6%

Freelance

Remote

UX/Product Designer

Nov 2020 - Present

- Full end-to-end research and design along with session-based UX consulting work and audits for local and corporate SaaS and Ecommerce clients. Companies I've worked with include Loftwall, Tackboard, and Cayke.
- Deliverables include personalized data calculation apps, dynamic ordering forms, digital storefronts, responsive web pages, customer-client communication flows, and brand redesigns.

Young Life

Associate Area Director, Regional Tech Lead
Staff Associate

Ann Arbor, MI

Sep 2016 - May 2021
Sep 2013 - Aug 2016

- Drove relaunch of digital experience including website and sign-up flow, by incorporating user research, successfully increasing unique website visits by 300% and conversion rates by more than 4%.
- Modernized digital training program for regional staff and volunteers resulting in a 35% faster onboarding.

University of Michigan Department of Psychiatry

Research Clinical Subjects Coordinator

Ann Arbor, MI

May 2012 - Aug 2013

University of Michigan Institute for Healthcare Policy and Innovation

Substance Addiction Research Assistant

Ann Arbor, MI

May 2011 - Apr 2012

LEADERSHIP & AWARDS

Girls Who Code

Immersion Program Presenter

Remote

June 2024 - Present

- Lead a "Day in the Life of a Product Designer" workshops to groups of 60+ women interested in computer science with the aim to both showcase the importance of design and close the gender gap in tech.

Product Designer Bootcamp - Ford Motor Company

Organizer/Facilitator

Dearborn, MI

Jan 2022 - August 2024

- Directed a recurring, 8-week bootcamp that trained 50+ product designers annually, scaling design capabilities across the company.
- Ideated and implemented the Alumni "Create-a-thon" to provide designers an end-to-end design project as an experiential upskill activity, with direct access to mentors. Event had a 98% approval rating.
- Introduced 201 "expert" learning sessions with relevant content including advanced Figma features and in-depth user research techniques.

Ford Motor Company Create-a-thon Project Winner

Project R.A.N.D.Y.: Artificial intelligence Negotiator Tool. "Best Product", "Biggest Risk", "Peoples' Choice" Award, and "Best Create-a-thon Product of 2023"

Ann Arbor, MI

Dec 2023

- Devised concept and recruited a balanced team to apply the power AI into a game to educate and familiarize customers with the practice of car dealership price negotiating.
- Captained presentation and demo to top Ford Technology executives resulting in first place finish and further learnings share-outs, including to eCommerce and Ford-Google collaborative group: Team Upshift

EDUCATION

University of Michigan

Bachelor of Arts, Majors: Psychology, History, Graduated with Honors

Ann Arbor, MI

Sep 2008 - May 2012

DesignLab UX Academy

Certificate, 480+ hours of learning, 4 capstone projects, and mentorship

Remote

Oct 2020 - May 2021

Interaction Design Design Foundation (IxDF)

Accessibility: How to Design for All, Certificate, 42+ hours of learning

Remote

Oct 2023 - Dec 2023

SKILLS

Visual Design/Prototyping: Figma, Adobe Creative Suite (Illustrator, Photoshop, XD, Premiere), InVision, Protopie

Research: UserTesting.com, UserZoom, Airtable, Maze, ChatGPT, Qualtrics, Optimal Workshop, Usability Testing, Contextual Inquiries, User Interviewing, Surveys, Affinity Diagramming, User Journey Mapping, User Personas

Data Analytics: Amplitude, Mouseflow, Hotjar, Google Analytics

Product Management: Agile Methodology, GitHub, JIRA, Asana, Trello, Miro, FigJam, Cross-functional collaboration