

# Daria Vander May

Product design leader with 7+ years of experience creating enterprise, B2B and regulated digital experiences. Builds and governs scalable design systems, translates research and behavioral data into measurable improvements, and influences cross-functional leaders through complex product, accessibility and implementation decisions.

## Experience

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### GAF

UX | UI Designer

January 2024 - Present

Lead design systems, UX strategy and implementation across GAF, Siplast and sister-brand digital experiences. Partner with Web Operations, developers and experience architecture leaders to improve Sitecore components, taxonomy and product discovery. Translate research and performance data into measurable improvements, contributing to a 116% increase in content consumption and a 269% increase in engaged sessions for a key product page.

### Group G Marketing

UX | UI Designer

March 2023 - March 2024

Led UX research and redesign strategy for Bradford White's digital ecosystem, including its primary website, For The Pro® and RepConnect® experiences. Analyzed navigation, audience needs and content clarity, translating insights into information architecture, wireframes and recommendations that improved pathways for contractors, representatives and customers across connected platforms.

### Martindale Hubble

UX | UI Designer

January 2020 - January 2023

Designed B2B and B2C legal product experiences using user research, personas, information architecture and custom wireframes. Partnered with developers to launch platform improvements, including a custom child support calculator that increased traffic by 150%. Contributed to product roadmap delivery, supporting a 90% on-time feature delivery rate across digital product enhancements.

### Urban Emu

UX | UI Designer

January 2019 - January 2020

Supported responsive web and mobile application development through user research, usability testing, wireframing, and experience strategy focused on improving large-scale content accessibility and usability. Collaborated within agile development environments to translate research findings into intuitive digital experiences for content-heavy government and enterprise platforms.

## Education

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August 2014 - May 2018

Muhlenberg College

Business Administration  
Concentration in marketing

August 2018 - November 2018

General Assembly

UX | UI Immersive Bootcamp

## Skills

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HCI	User Interviews
Information Architecture	Usability Testing (remote & in-person)
Contextual Inquiry / Field Studies	Card Sorting & Tree Testing
Quantitative & Qualitative Research	User Segmentation
Data Synthesis & Insight Generation	Translating Research into Design Recommendations
Stakeholder Presentations	Advocating for the User

## Software

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Figma	Workfront
Adobe Suite	Ceros
Jira	Brightedge
Confluence	Webflow
GA4	Zeplin
HTML/CSS/JavaScript	