

Danielle Peterson

Senior Product Designer
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EXPERIENCE

NerdWallet

Senior Product Designer · Sep 2022-Present · Remote

- Lead design for desktop and mobile web experiences within the lending vertical, including shopping marketplaces, product matching wizards, entry point banners, and landing pages.
- Collaborate with two product managers and engineering teams to design and implement solutions aimed at increasing conversion, user registration, and revenue.
- Led the design transition process during the acquisition of startup On the Barrelhead, seamlessly integrating their product, branding, and culture into NerdWallet's ecosystem while under NDA.
- Created and launched TheRateChopper brand, NerdWallet's first DBA (doing business as) targeting subprime borrowers, acquiring 1.5 million users.
- Co-lead the Product Design co-op, organizing professional development opportunities for the Product Design team.
- Manage one design contractor to ensure project delivery and develop design talent.

Product Designer · May 2021-Sep 2022 · Remote

- Led the design of Home Lead Match, a recently retired product that connected consumers with lending institutions to finance home purchasing or refinancing.

Fannie Mae

Product Designer · Mar 2019-Sep 2022 · Washington, DC

- Launched a net new, B2B product that consolidated several legacy applications into a cohesive dashboard experience that drives billions of dollars in loan acquisitions.
- Planned and facilitated monthly user research sessions with a cohort of partners to drive product strategy.
- Facilitated collaborative design critiques amongst product managers, engineers, and senior business stakeholders.
- Presented insights and design recommendations to 50+ teammates and stakeholders at weekly discovery sessions.

TechChange

Instructional Designer · Feb 2018-Mar 2019 · Washington, DC

- Built interactive, online learning courses for 1,000+ employees in the international development industry.
- Collaborated with clients to customize the TechChange platform to achieve student learning outcomes.
- Facilitated workshops on design tools and skills that enabled clients to establish their own sustainable and cost-effective e-learning teams.
- Created multimedia assets for courses and marketing materials including graphics, illustrations, videos, and interactive PDFs.

EDUCATION

Brown University

BA in International Relations
Providence, RI

CERTIFICATIONS

User Experience Certification

Nielsen Norman Group · July 2020

Practitioner of Human-Centered Design

LUMA Institute · Apr 2019

DISTINCTIONS

What Good Looks Like Winner:
"Ownership"

NerdWallet · Winter 2023

AdVenture Bets Hackathon Winner:
"Best Immediate Revenue Hack"

WinnerNerdWallet · Apr 2023

Harvest Hackathon Winner: "People's
Choice" and "Best Idea/Pitch"

NerdWallet · Sep 2021

SKILLS

UX, UI, wireframing, prototyping,
design systems, design thinking,
design strategy, visual design,
branding, user research, usability
testing, workshop facilitation

TOOLS

Figma, FigJam, Sketch, InVision,
Photoshop, Illustrator, After Effects,
Mural