

# Danny Setiawan

New York, NY | 917.951.6513 | dnystwn@gmail.com | portfolio.dsetia1.com  
20+ years in UX/Product Design, 15+ years leading teams | Enterprise & Consumer Strategy | E-commerce & Innovation



- Design executive with proven track record scaling UX teams and delivering enterprise-wide design systems
- Led multimillion-dollar UX transformation projects for NYC DOE, serving 1.1M+ students across 1,800+ schools
- Pioneered integration of GenAI tools into UX workflows, improving efficiency across research, prototyping, and content creation processes
- Achieved 90%+ team utilization while maintaining exceptional quality and driving innovation
- Deep expertise in fintech (Yahoo! Finance), digital media (The Economist), and enterprise software

## LEADERSHIP EXPERIENCE

### HEAD OF UX

AmericanEagle.com | 2021-Present

Leading UX strategy and innovation for enterprise e-commerce clients

- Direct UX strategy and assessment for 200+ enterprise e-commerce clients including Fortune 500 companies
- Developed comprehensive UX benchmarking framework based on Baymard Institute's 500+ e-commerce best practice guidelines
- Pioneered integration of GenAI tools (Claude, ChatGPT, Bolt.new, NotebookLM) into UX workflows, improving team efficiency in research analysis, content creation, and prototyping
- Transformed NYC DOE's digital platform serving 1.1M+ students across 1,800+ schools
- Facilitate strategic workshops and innovation sessions with C-level stakeholders
- Established and scaled UX team while maintaining 90%+ utilization and exceeding quality metrics

### FOUNDER & HEAD OF DESIGN

CoCreate | 2017-2021

Led strategic UX initiatives for major education and fintech clients

- Transformed Harvard, UC Berkeley, and Rice University's mobile learning platform from 1.5 to 4.7 stars
- Led UX strategy for successful \$5M fintech platform launch for Starta Capital
- Facilitated innovation workshops for MAS Holdings (major fashion manufacturer)
- Designed enterprise CMS reducing workflow time by 95%
- Built and managed distributed design team across multiple time zones

### LEAD UX FOR MOBILE

The Economist | 2015-2017

Led mobile strategy and innovation for global digital product portfolio

- Improved Android app ratings from 3.5 to 4.3 stars through strategic UX overhaul
- Doubled user engagement metrics through innovative mobile-first approach
- Facilitated quarterly strategic roadmap sessions with executive team
- Established user research practice integrated with product development

## ADDITIONAL EXPERIENCE

### SENIOR UX DESIGNER

The Economist | 2009-2015

- Increased mobile web metrics: 80%+ pageviews, 125%+ time spent
- Improved pay barrier pages which reduced exit/visitor rate by 12%
- Facilitated cross-functional design workshops with key stakeholders

### UX DESIGNER

Yahoo! Finance | 2006-2009

- Led UX strategy for #1 financial site (20M+ monthly visitors)
- Contributed two design patents to Yahoo! UI patent library
- Designed key features for Yahoo! Finance homepage and premium services

### EARLY CAREER

2001-2006

- Creative Director at ImagineMediaWorks: Led strategic design initiatives for Microsoft, Disney Store, Sony Music
- Website Production Coordinator at New School University
- Website Designer at University of Iowa

## CORE SKILLS

- Design Strategy
- Workshop Facilitation
- Team Leadership
- User Research
- Design Systems

## TOOLS

- Figma
- Sketch
- Adobe Suite
- Claude
- Chatbase
- Bolt.New
- NotebookLM
- Webflow
- Lucid
- Lookback
- Framer

## DOMAIN EXPERTISE

- E-commerce
- Enterprise Software
- FinTech
- EdTech
- Digital Media

## EDUCATION

M.F.A. Design & Technology, Parsons School of Design, 2003

B.A. Graphic Design, University of Iowa College of Liberal Arts and Sciences, 2001

## WORKSHOP FACILITATION

Enterprise Design Thinking Workshops for Fortune 500 Companies

Lead UX/UI Instructor, Flatiron School

Lead UX Instructor, General Assembly