

Danì Evelyn Blackler

Product Design

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SKILLS

Design

Information Architecture, Interaction Design, User Personas, User Flows, User Journeys, Wireframing, Prototyping, UX Design, UI Design

Research

User Research, Competitive Analysis, Qualitative & Quantitative Research, Usability Testing, A/B Testing, Preference Testing

Product & Leadership

Product Management, Scrum Ideologies, Product Roadmaps, Jobs to be Done, Backlog Management, Team Building

Tools

Figma, Jira, Confluence, Sketch, Adobe XD, Axure, Balsamiq, InVision, Flinto, Zeplin, Pen & Paper, HTML / CSS

EDUCATION

CareerFoundry

UX Design Certificate | May '20
UI Design Certificate | August '20

An intensive project-based training program with a focus on human-centered design processes.

Berklee College of Music

BA in Performance
January 2008 - December 2012

Head of Design

Proper Music • March '24 - Present • USA, remote

- ▶ Working closely with Product team to build a solution for the consolidation of several acquired companies in the music technology / fintech space.
- ▶ Leading the design of all products within a suite of music tech tools geared towards music industry professionals such as labels and publishers.

Senior UX / Product Designer

Utopia Music • June '22 - March '24 • Stockholm

- ▶ Developed and implemented a comprehensive design system for the company.
- ▶ Led the redesign of a major product in the music distribution space. [See case study](#)
- ▶ Conducted qualitative user research, user testing, and competitive analysis to inform design decisions.

Product Designer / Product Owner

Setly • Oct '21 - June '22 • Stockholm

- ▶ Transitioned development team to Scrum methodologies. Implemented sprints, created and maintained a backlog, and managed team velocity.
- ▶ Collaborated with stakeholders to translate company vision into a product roadmap, based on business requirements, velocity, and dependencies.
- ▶ Created the foundation of the migration to a new SaaS product including the redesign of the sitemap, interface design, and a new design system.

Co-Founder / Head of Design

Atharo | Sep '17 - Oct '21 | Boston

- ▶ Built multi-faceted business from the ground up, managing over 75 contractors and 8+ music schools.
- ▶ Led the design, development, and implementation of a proprietary software to streamline company initiatives using agile methodology. [See case study](#)
- ▶ Designed a robust portal system including student and teacher portals and automation of billing, scheduling, onboarding, and more.
- ▶ Administered ongoing user testing and reiteration, decreasing user errors by 94% and saving over 10 hours a month on billing. [See case study](#)