DANIKA LANDERS *Senior Product Designer*

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Strategic product thinker with expertise in GenAI, B2B & B2C, social media, e-commerce.

EXPERIENCE

Meta | Lead Product Designer • NYC
July 2021 - January 2025

- Drove content strategy and design that improved Story & Reels creation flows to grow engagement, mapped a comprehensive creation framework in FB Design Studio that streamlined XFN collaboration.
- Led the unification of Facebook with FB Messenger, WhatsApp and Instagram's private sharing experiences, creating a consistent cross-platform flow that strengthened user trust and increased sharing activity within the sharing flywheel.
- Directly shaped product roadmaps and accelerated key design improvements with comprehensive audits of FB's messaging UX, discovering critical feature and design gaps.
- Partnered with the messaging XFN teams delivering feature parity and reducing friction, driving measurable gains in daily active messaging and user satisfaction.
- Drove the designs for video editing tools (for Reels and Stories) which were adopted across Facebook and Instagram, influencing the evolution of Meta's broader short-form video strategy.

Dorel Sports | Senior Product Designer • Wilton, CT
Feb 2020 - July 2021

- Directed end-to-end user experience across all Cycling Sports Group and Pacific Cycle brands, including Cannondale, GT, Charge, Schwinn, KidTrax, and Mongoose, ensuring cohesive digital standards and brand alignment.
- Led the successful launch of ChargeBikes.com, driving higher online conversion rates and sales.
- Oversaw a full redesign of the Cannondale mobile apps and website.
- Developed the Cannondale Bike Finder tool, streamlining product discovery, simplifying purchase decisions, and boosting customer satisfaction and time-on-site metrics.

LegalShield | Senior Product Designer • NYC
Jan 2016 - July 2018

- Championed brand consistency across digital ecosystem.
- Led mobile app experience design for the flagship consumer platform, enhancing usability and driving adoption in key growth markets.
- Defined strategy for product consolidation. Reduced complexity and improved customer clarity.
- Collaborated with third-party payment vendors to design and implement a secure global payment system, enabling launches in new international markets and expanding LegalShield's reach.

SPECIAL PROJECTS

SitOrSquat | Founder, Head of Product • NYC
March 2008 - July 2010

- Led design, UX, and data collection efforts, building a dynamic platform for users to access and contribute restroom locations.
- Launched website iPhone and BlackBerry app as well as WAP text messaging services.
- 20,000 users in the first month, 100,000 user-generated global restrooms, over 2M app downloads.
- Negotiated the sale of SitOrSquat to Procter & Gamble (Charmin Brand) in 2010.

Google | Freelance Product Designer • NYC
March 2009 - August 2009

- One Today App: Led information architecture and user experience for an Android app within Google Creative Lab which enabled users to donate $1 a day to charities.
- Designed an engaging, gamified donation process leveraging social influence to increase user participation.
- Managed a team of 5 engineers, ensuring product vision and execution aligned with design goals.

TOOLKIT

Figma, Illustrator, Photoshop, XD, Framer, ProtoPie, Origami Studio, Storyboarding, Video Editing, HTML, CSS, Javascript

EXPERTISE

- Human-first product strategy
- Cross-functional collaboration
- Clear, concise documentation
- Confident decision maker
- UXR + data driven design

MENTORSHIP / TEACHING

General Assembly
UX Instructor • 2011
Led a class of 20 students guiding them through best practices and methodology of UX, UXR and user interface design. Guided over half the class to UX related jobs.

VOLUNTEER

Utilities Commissioner
New Canaan, CT
Review and evaluate municipal utility proposals, infrastructure updates, and public service initiatives impacting residents.

EDUCATION

MasterClass
Ethics, AI, and the Future
Unlocking Productivity

General Assembly

School of Visual Arts
HTML / Silkscreening

Parsons School of Design
BFA - Communication Design

Rhode Island School of Design
Color Theory, Painting