

Boston, MA



+1 703.966.4467



danreineberg@gmail.com



www.danreineberg.com



PW: createit

# Dan Reineberg

Principal designer and director with over 10+ years of experience designing enterprise and consumer products across software, hardware, and services, aligning design vision with business strategy to solve real-world challenges and deliver impactful, user-centered solutions. Skilled at balancing creativity with strategic thinking to craft compelling experiences that drive user satisfaction and business outcomes. Proven track record of leading large-scale design initiatives, mentoring teams, and building high-performing design organizations that scale with company growth.

## Experience

### Workiva

Feb 2022 - Present

### Principal UX Designer, Director NYSE: WK

Develop and execute the long-term vision and product strategy for Workiva's Assured Integrated Reporting Platform, focusing on the Governance, Risk, and Compliance (GRC) space, emerging initiatives like Generative AI, and platform connectivity. Collaborate with executive leadership to align design strategy with business objectives, driving measurable impact through user-centric design. Lead UX leadership initiatives, including process improvements, team mentorship, and fostering a strong, collaborative design culture while ensuring cross-functional alignment across design, technology, and business goals.

### SimpliSafe

July 2020 - Feb 2022

### Sr. UX Manager, Design Lead

Scaled and managed a high-performing design team, fostering a culture of excellence and innovation. Partnered closely with Product and Engineering teams to define, prioritize, and implement design strategies for SimpliSafe's award-winning products and services. Led the development and scaling of design systems and R&D processes to enhance efficiency, consistency, and impact across product teams.

### Toast

April 2018 - July 2020

### Lead Product Designer NYSE: TOST

Led strategic and executional design efforts across hardware, software, and payment platforms at Toast, while mentoring designers and driving initiatives to scale design capabilities.

### athenahealth

Dec 2016 - April 2018

### Lead User Experience Designer

Split time between designing for dedicated scrum teams and focusing on strategic initiatives that impacted the global experiences of athenahealth's clinical products.

### MTC Labs / Vocoli

Nov 2014 - Dec 2016

### Lead Product Designer

Collaborated directly with clients in healthcare, education, employee engagement, and commerce sectors to design responsive websites, web applications, and iOS mobile applications. Managed end-to-end client lifecycles, ensuring seamless project execution and client satisfaction.

## Education

### Various

2017 - Present

### Mentor

Mentor a number of start-ups and teams with programs including TechStars Boston, BU Spark! and Big Brothers Big Sisters of Greater Boston.

### General Assembly

2015

### Front-End Web Development

Completed for professional development to build a better understanding of the development process and to better communicate and collaborate with engineering teams.

### Boston University

2010-2014

### Bachelor of Science (BS), Communications - Creative Advertising

Earned an undergraduate degree in communications with a focus on creative advertising and psychology.