DAN WEINGART

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PROFESSIONAL SUMMARY

Product designer-builder with 10+ years crafting data-rich user experiences for Fortune 500 companies and Web3-native brands. Ships end-to-end — research, prototyping, visual and interaction design, and production builds using Figma and AI-assisted development (Claude Code, OpenAI). Deep Web3 fluency: advisor to a top-5 decentralized exchange, design collaborator with artist Sam Spratt, creator of Rose Engine, an in-progress generative art collection, and active collector across blue-chip NFT communities.

CORE COMPETENCIES

End-to-End Product Design | UI/UX & Interaction Design | Design Systems & Visual Consistency | Rapid Prototyping (Figma, Claude Code) | Data Visualization & Information Architecture | Web3 & NFT Ecosystems | User Research & A/B Testing | AI-Powered Product Development

PROFESSIONAL EXPERIENCE

Good Vibes Club (Web3 brand by animation studio Toast) Remote

Strategic Advisor June 2025 – Present

- Designed and shipped an auto-updating analytics dashboard end-to-end — information architecture, visual design, and production build with Claude Code — unifying sales, community growth, and market data across multiple live data streams
- Developed and executed an Ethereum-based treasury strategy, optimizing allocation of $3M+ in secondary sales royalties to drive business growth

Defi App Remote

Strategic Advisor January 2025 – June 2025

- Advised a top-5 decentralized exchange (by volume) on growth strategy and product positioning — $10B in transaction volume, 300,000+ users onboarded, protocol token valued at a $500M market cap

Salesforce Remote

Analytics Manager November 2021 – June 2024

- Designed and deployed self-serve dashboard experiences (Tableau, SQL, Snowflake) giving stakeholders real-time KPI visibility and eliminating ~32 analyst hours per week of manual reporting
- Owned the BI department's Tableau Server environment and standardized its protocols — a design-system approach to analytics that eliminated metric inconsistencies across teams
- Managed a team of Designated Content Managers implementing data governance standards for 65,000+ employees, automating access provisioning and eliminating ~15 manager hours per week of manual reviews

Cigna Remote

Analytics Senior Lead June 2019 – November 2021

- Designed dashboards and reporting tools that surfaced $500K+ in excess spending across health network performance data
- Led a multi-disciplinary team using A/B testing and data-driven iteration to improve health outcomes for populations with physical and mental co-morbidities, achieving a double-digit improvement in customer satisfaction

Analytics Lead September 2017 – May 2019

- Built the reporting framework supporting Cigna's transition to 50% of revenue from value-based payment models; reduced time-to-update for leadership presentations by 60%+

Earlier Experience: Deloitte — Senior Analyst, audit analytics on 600M+ DoD pay transactions (2016–2017) | Babel Street Data — Business Analyst; implemented Tableau company-wide (2013–2016)

SELECTED DESIGN WORK

- **Sam Spratt Website Redesign —** Pitched and shipped a heliocentric ecosystem explorer that the noted Web3 artist adopted as a centerpiece of his site redesign (Claude Code)
- **Death and Taxes Tracker —** Built a website tracking the progress of a blockchain game by Web3 artist m0dest
- **What Should We Make —** Designed and built an AI meal-planning web app connected to an autonomous agent (OpenClaw) for automated grocery ordering via Instacart
- **Rose Engine —** An in-progress 500-piece generative art collection inspired by guilloché engraving — every piece drawn by a single algorithm and rendered print-ready (rose-engine.xyz)

EDUCATION

Harvard University — Business Analytics Program | Second-youngest graduate in program history

The University of Texas, Permian Basin — MBA, Finance Concentration | 4.0 GPA

The University of Akron — B.B.A. | Graduated with Honors in 3.5 years

WEB3 COMMUNITY INVOLVEMENT

Active NFT collector and trader — CryptoPunks, BAYC, Pudgy Penguins, etc. — fluent in marketplace mechanics