

# Daniel Greenwood

Product Design Engineer

CONTACT

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ABOUT ME

I'm a Product Design Engineer based in NYC. 15+ years in digital design, the last 13 as a product designer. I take work from the first research session to the last deploy: strategy, design, build, and the optimization after launch that usually never happens.

EDUCATION

2006 - 2010  
**RMIT University**  
B. of Media & Communications  
Melbourne, Australia

2014  
**General Assembly**  
User Experience Immersive  
New York, NY

SKILLS

Research, strategy, and product design

Design systems in Figma, tokens, AI-assisted

Build and ship: Framer, Webflow, static builds, Vercel

AI workflow: Claude Code, Cursor, MCP agent setup

EXPERIENCE

## Box to Box

Founder & Product Design Engineer | 2024 - Present

A design engineering studio. I cover the work a founder would normally split across a strategist, a designer, and a front-end team, from research through deploy.

- Home Game Sports: took a B2B SaaS platform for parks departments, schools, and sports facilities from zero to shipped
- Defined athlete-facing and admin experiences, plus the design system spanning product and marketing
- Designed and built the marketing site end to end, with no developer handoff
- Client product and web work shipped on Framer, Webflow, and static builds on Vercel

## Major League Soccer

Director of UX | 2020 - 2024

Shaped the end-to-end digital experience across MLS.com, 29 club sites, the mobile app, and platforms like MLS Fantasy and Pick'em, working closely with product, engineering, and club partners throughout.

- Rebuilt the core component library and unified the league-wide design system
- Drove UX for the MLS Season Pass and Apple TV launch, the first integration of its kind outside Apple-owned properties
- Owned UX for the league-wide SSO rollout, including usability testing across all 29 club sites
- Managed a hybrid in-house and offshore design team plus agency and vendor partners

## Real Chemistry (21Grams)

UX Lead | 2018 - 2020

UX and product design across healthcare and B2B clients in fast-moving, cross-functional teams.

- Delivered user flows, wireframes, and high-fidelity specs for complex regulated products
- Worked closely with development teams from brief through build
- Focused on B2B ecommerce and enterprise product environments

## Mullen-Lowe Agency (IPG)

UX Design Lead | 2013 - 2018

Embedded UX lead across several long-running accounts, working alongside brand, strategy, and dev teams through the full project lifecycle.

- Core accounts: Harley-Davidson, website and mobile app, and Kaiser Permanente
- Delivered end-to-end UX from research and flows through high-fidelity handoff
- Collaborated directly with front-end and back-end teams on technical reviews