

DAN SHILOV

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[linkedin.com/in/danshilov](https://www.linkedin.com/in/danshilov) · portfolio available upon request

Product designer with 15+ years shipping consumer and enterprise products across web, mobile, and wearables. Experience getting projects funded, managing membership systems, and establishing enduring standards.

EXPERIENCE

DoorDash

Staff Product Designer
Feb 2024–Present

- Revitalized a stalled rebrand effort, shipped features leading to subscriber growth through craft
- Unlocked new subscriber growth via 2 new benefits outside of traditional savings levers
- Led DashPass Architecture sprint across finance, product, and design to envision the future of our program 3 years out, resulting in 3 shippable experiments in 2026
- Created an internal tool to monitor member health and look for new growth opportunities
- Shipped two new partnerships, Max and Lyft, and established a playbook to bring on new partners

Instacart

Staff Product Designer
May 2018–Jan 2024

- Pitched, secured funding and led design for big bets: Landing Page Systems and Growth Platform
- Launched and grew Instacart Pickup from 0 to 1, unlocking a significant share of GTV
- Two patents granted for household accounts and customer staples
- Redesigned order status, ratings, and issue reporting, increasing shopper tips and order quality

University of Maryland

Adjunct Professor
Jan 2021–Mar 2021

- Taught a 9-person class, 15+ hour graduate-level UX product design portfolio course
- Students learned how to write case studies, design their portfolio, promote and market their skills to stand out as a candidate

Various startups

Product Designer
Aug 2016–Mar 2018

- Augmedix: design lead for the Google Glass app to help doctors transcribe patient visits
- Carlypso (YC startup) now bought by Carvana: Sole designer, redesigned the consumer e-commerce web app, created future mobile app concepts to aid in selling the company
- Junior.io: presented work to major consumer brands and enterprise clients

Choicelinx

Product Designer
Nov 2013–Aug 2015

- Sole designer on a benefits enrollment product across consumer and admin experiences
- Spearheaded a practice of user research by synthesizing data from contextual inquiry, web analytics, customer feedback and usability studies

Cigna

Tech Rotational Program
Jan 2010–Nov 2013

- Built the business case for a consumer site redesign by triangulating web sessions, customer profiles, and call data, showing a 7% increase in ROI through call-volume reduction
- Founded a design community, culminating in a 2-day intensive training for nearly 100 IT associates
- Ran remote and in-person usability tests, heuristic evaluations, and competitive reviews across web, mobile, and print, reporting findings through reports and prototypes

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction (MHCI) · Aug 2015–Aug 2016

University of NH

B.S. Business Administration, focus in Finance and Entrepreneurship · Minor in Fine Arts
Sep 2004–May 2009