

# Daniel Hardy

480.628.2546 - [daniel@danielhardy.com](mailto:daniel@danielhardy.com) - Phoenix, AZ



## Experience

### **SR. DIRECTOR OF DESIGN - CORE PRODUCTS & DESIGN SYSTEMS, GODADDY.COM – 2020-PRESENT**

- Lead a global design team product designers, UX engineers, and design leaders that are responsible for over 20 million customers driving \$2 billion in revenue
- Partner with senior business and engineering leaders to define strategy, build vision, and set the overall direction for GoDaddy's largest business units
- Delivered a 480% increase in Net Promoter and an 85% increase in monthly-active-use in 2021 for the core product initiative

### **SR. DIRECTOR OF DESIGN - DESIGN SYSTEMS, GODADDY – 2017-2020**

- Led a design team focused on delivering the next generation of design systems at GoDaddy
- Built consensus and commitment from a broad set of stakeholders including Vice Presidents and members of the C-Suite
- Conceptualized and deployed a design platform that supports over 40 products, 54 languages, and 100s of distinct brands for our +20 million customers
- Directed the contribution process that drove 80% of the work coming from external teams
- Reduced costs by millions of dollars due to improved efficiency and reduced resource need
- Transitioned the design organization to use modern tools significantly increasing cross-team collaboration while saving over \$300k in annual expenditure

### **DIRECTOR OF DESIGN, GODADDY – 2013-2017**

- Recruited and led Product Designers, Content Writers, UX Prototypers, and Visual Designers that created designs for all GoDaddy Products
- Instrumental in growing the design organization from 20 to 70
- Facilitated the creation of job levels that were aligned to salary ranges creating career paths for the entire organization
- Drove company-wide design review process
- Coached new designers and design leaders

## Education

Arizona State University – BS, Applied Psychology, emphasis in Human Computer Interaction

## Relevant Skills

- Strong technical understanding (Javascript, Web3, Linux)
- 10+ years of experience leading remote teams
- Lean UX Methodologies
- Systemic thinker that looks for creative solutions to increase efficiency
- Experience driving User research, Journey mapping, Segmentation, and Personas
- Proven innovator with multiple innovation awards and patents