DANIEL PITROWISKI

Senior Product Designer

San Francisco, CA | danpitrowiski.github.io | danpitrowiski@gmail.com | +1 (650) 400-6436

Senior Product Designer with 16+ years experience in B2B SaaS and leading design from startup to acquisition. Designed AI-powered CXInsights a full 2-years before ChatGPT.

WORK EXPERIENCE

PRESS GANEY (acquired InMoment, before Qualtrics acquired them)

Senior Product Designer | May 2025 - June 2026

- Senior member of a 10-person team, managing $5M+ in ARR across 80+ countries serving enterprise customers including Foot Locker, DocuSign, Zoom, and Glassdoor.
- Designed AI/ML survey feature that prompts survey users with follow-up questions, which in testing showed it would increase the volume of open-ended responses by 10%.
- Added WCAG AA compliance across web, email, and mobile iOS and Android integrations, passing customer audits, leading to 5 new customer accounts upon passing.

INMOMENT (acquired Wootric)

Senior Product Designer | December 2020 - May 2025

- Expanded CXInsights into EU and AU markets by designing survey localization and language management tools, adding customers like Visma, Bank of Queensland, and Contentful.
- Built deep integrations w/ Salesforce, Zendesk, Slack, MS Dynamics and InMoment, adding shared InMoment/Wootric customers like INFINITI, Jack in the Box, and Foot Locker.
- Integrated the Wootric Design System using Figma and Storybook into InMoment, allowing Wootric and InMoment products to work together.

WOOTRIC

Lead Product Designer | November 2015 - December 2020

- Launched **Wootric CXInsights, an AI-powered customer experience platform** (2020, 2-years before ChatGPT). Leading to the first $100,000 contract and major expansion into Enterprise.
- Headed design for Wootric's B2B SaaS app from $0 to $3M+ in ARR before its acquisition.
- Gave all-hands Data Analysis presentations showing user pain points that kicked-off our design of CXI.

VACATIA

Product Manager and UX Designer | August 2013 - June 2014

- Created Zendesk automations for the Customer Service team to close tickets 20% faster.
- Raised customer satisfaction (CSAT) from the low 3's to 3.9.

ENTHUSE

Lead UI/UX and Product Manager | December 2010 - July 2013

Consumer iOS and Android app connecting sports fans to teams and brands.

- Owned Product and Design while supporting $1.3M seed fundraising.
- Led 0-to-1 development of a B2C iOS/Android app connecting sports fans with teams and brands that launched nationwide in schools like University of Miami, Purdue, and CSU Monterey Bay.

EDUCATION

GENERAL ASSEMBLY

Bootcamp, Front-End Programming | January 2018 - June 2018

NORTHEASTERN UNIVERSITY

Bachelor's, Engineering | September 2004 - May 2008

PROJECTS

AI AGENT for TRADE EVALUATIONS

Creator | Sports Simulation League | Project Link

Built end-to-end evaluation logic and decision criteria with Claude and Gemini for assessing trade proposals in a competitive sports simulation league.

STACK

Claude Cursor Rapid Prototyping Github AI Design Figma Product Strategy Roadmap Development Cross-functional Team Leadership Visual Design Web Android iOS Presentations