

DANIEL PITROWISKI

Senior Product Designer

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Senior Product Designer with 16+ years experience in B2B SaaS and mobile products (iOS and Android) with (2) startup acquisitions. I led the design on my first AI product (CXInsights) a full year before ChatGPT even launched.

WORK EXPERIENCE

QUALTRICS (was PRESS GANEY before being acquired by Qualtrics)

Senior Product Designer | May 2025 - Present

- Led product and design for the Wootric product managing \$5M+ in ARR across 80+ countries, serving enterprise customers including Foot Locker, DocuSign, Zoom, and Glassdoor.
- Added additional AI/ML feature that prompts survey users with follow-up questions, increasing the volume of open-ended responses by 10%.
- Added WCAG AAA compliance across web, email, and mobile iOS and Android integrations.

INMOMENT

Senior Product Designer | December 2020 - May 2025

- Launched **Wootric CXInsights, an AI-powered customer experience platform**, applying human-in-the-loop patterns to custom models. (2020, 1-year before ChatGPT).
- Expanded CXInsights into EU and AU markets by designing survey localization and management tools, enabling scalable international experiences through reusable design systems.
- Built deep integrations w/ Salesforce, Zendesk, Slack, MS Dynamics to grow enterprise base.

WOOTRIC

Lead Product Designer | November 2015 - December 2020

- Headed design for Wootric's B2B SaaS app from \$0 to \$3M+ in ARR before its acquisition.
- Led product analytics and UX research to uncover user pain points, validate concepts, and prioritize the roadmap through evidence-driven insights.

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 Series A fundraising to deploy nationwide across sports-event.
- Led 0-to-1 development of a B2C iOS/Android app connecting sports fans with teams and brands.

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 Codex Vercel Rapid Prototyping Github AI Design Figma Linear

Midjourney Product Strategy Roadmap Development Cross-functional Team Leadership

Visual Design UXD Web Android iOS SQL Presentations Leadership