Dane O'Leary

Senior Designer + Systems Engineer

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Senior UX Designer and Systems Engineer with 14+ years of experience leading product design, design operations, and front-end execution across SaaS, healthcare, fintech, and SME environments. Specializes in WCAG 2.2 AA accessibility, behavioral friction mapping, and scalable tokenized design systems that drive measurable revenue growth and lower customer acquisition costs. Architect of the LINEAR² design system—a 266-token, 3-tier architecture powering 945 component variants to accelerate Figma-to-code pipelines and streamline handoff.

Core Competencies

- Product design
- UX strategy
- UX research / discovery
- Accessibility standards
- Design systems
- Flow / journey mapping
- Wireframing / prototyping
- Usability testing
- Friction mapping
- Interaction design
- Component libraries
- Webflow development
- Information architecture
- Multi-platform design
- Front-end development
- CLI / MCP
- Figma-to-code pipeline
- Conversion optimization
- System Usability Scale
- HTML, CSS, JS, React, PHP

Professional Experience

Senior Designer / Developer
May 2026 – Present

VYNE Creative — Remote • Contract

- Architect and lead on LINEAR², a tokenized design system (266 tokens) driving 75+ components across 945+ variants.
- Owns client work end-to-end, from UX design through front-end build, keeping design decisions grounded in what actually ships.
- Encodes WCAG 2.2 AA accessibility directly into component tokens (ARIA roles, focus, contrast) so compliant code ships natively in every project.
- Engineers multi-axis theme parameters (incl. radius, shadow, icon stroke / caps, light / dark mode) to offer 360 recombinable "skins" from a single token core.

Lead Designer + Systems Engineer
November 2011 – Present

Dane O'Leary Media — Remote • Freelance / Consulting

- Delivers end-to-end UX / UI, Webflow development, and design systems for clients across tech / SaaS, healthcare, AEC, and non-profit sectors.
- Runs heuristic reviews, analytics audits (GA4/GTM), and friction mapping to build prioritized optimization roadmaps, cutting drop-off by up to 50% on core user flows.
- Delivers WCAG 2.2 AA-compliant builds under fixed budgets with hard deadlines for organizations that have no internal design function.
- Mentor designers via ADPList and AIGA's AMP program on portfolio differentiation, case study drafting, AI-assisted workflows, and client stakeholder management.

Lead Designer
Feb 2019 – Oct 2025

Alan + Company Marketing + Design — Remote • Contract, Full-Time

- Served as creative lead across an agency portfolio of up to 7 clients, establishing multi-brand design systems hitting >80% monthly component reuse during all tracked months.
- Designed and validated progressive-disclosure flows for sensitive healthcare data journeys, driving a 29% reduction in task abandonment on a pre-qualification flow.
- A/B tested high-intent conversion patterns (incl. sticky CTAs, verification widgets, progressive forms) to deliver minimum 20% gains in qualified inbound contact rates.

UX Designer
Jan 2021 – May 2022

Virtus Media — Remote • Contract, Embedded via Alan + Co.

- Served as sole design function on a 3-product suite (member dashboard, editorial platform, education hub) to establish UX strategy, IA, and phased rollout roadmaps.
- Won stakeholder buy-in using NPS tracking, usability testing, and market analysis; doubled product NPS (3.4 → 6.8) and reduced support requests by >50%.
- Consolidated a CX fragmented across Discord, email, and social media into a unified dashboard to close an engagement gap where 70%+ of subscribers underutilized accessed under 30% of the features included with their subscriptions.

Content Designer
Jan 2019 – Feb 2020

Content Harmony — Remote • Contract

- Built user-friendly article templates and modular data-visualization components in semantic HTML / CSS / JS, optimizing for technical SEO and page load performance.

Selected Projects

LINEAR² Design System

- Built a scalable, platform-agnostic design system with multi-axis theming, 3-tier tokenization (primitive → semantic → component; 266-token core) powering 75+ reusable components across 945+ variants.

Figma File

Clinical Trial Recruitment Funnel / Portal

- Reworked the pre-qualification funnel, which lifted screener completion by 18%, reduced flow abandonment by 29%, and reduced acquisition costs by approximately $300 per enrollee.

Case Study

Headless Website for Veteran-Focused Non-Profit

- Designed and built a headless website with a custom CMS and events engine; achieved Lighthouse performance scores of 99/100/100/100 (0.2s FCP, 0.7s LCP, 0 CLS) and Grade A GTmetrix.

Website

Smart Skill Visualizer for Designers

- Built a functional skill-mapping tool with a custom scoring algorithm to identify competency gaps and surface actionable insights for UX/UI designers.

Open Tool

Wizard-of-Oz 2.5D Side-Scroller Game

- Actively designing and building a game based on L. Frank Baum's "Wizard of Oz" series.
- Built in Three.js with Vite + Phaser 3.9.

Character Designs | Test Footage

Education + Certifications

Bachelor of Fine Arts, Graphic Design
Shepherd University

Master of Science, Archaeology
University of Mississippi

UX Design Certificate
Google

Visual Developer Certificate
Webflow

Project Management Professional (WIP)
Project Management Institute