

Daniel Salerno

Senior UX Designer, Design Systems

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SUMMARY

Senior UX designer with 8 years in design, seven of them in enterprise product, across web, mobile and native platforms. Owned the 250+ component Solaris design system at J.P. Morgan, took it to 100% adoption across 15+ squads, and wrote the accessibility standards every delivery followed (WCAG 2.1 AA). Works from research and user flows through prototyping, testing and high-fidelity UI. Now ships working software too, using AI coding tools to take internal tools and client prototypes to production while owning the product definition, UX and accessibility. Started out in brand and print production. The craft still shows.

SKILLS

Product: Design systems & component libraries, Enterprise UI, Mobile & responsive, User flows, Wireframes, Prototyping
Process: Iterative design, Usability testing, Research synthesis, Design critique, Agile/Scrum, Stakeholder presentation
Accessibility: WCAG 2.1 AA compliance, Inclusive design, Screen reader optimization, Accessibility guideline authoring
AI & Build: Claude, Claude Code, Figma Make, Lovable. Ships to production with React, Tailwind, Supabase, Netlify
Brand: Brand identity & brand books, Wordmark design, Collateral, Print production, Motion & photography
Tools: Figma, Sketch, Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Squarespace, Jira, Miro

EXPERIENCE

Senior UX & Brand Designer, Contract
2026 - Present

Phelps Construction Group | Denville, NJ

- Leading an end-to-end website rebuild on Squarespace, covering UX, UI and visual design, with accessibility built in from the start to meet WCAG AA.
- Developing the company's first formal brand book with the Director of Marketing: logo usage, color, typography and photography standards, plus Word, proposal and bid-package templates so every outgoing deliverable reads as one brand.
- Working as a hands-on team of one across product, brand and content, from marketing collateral and the 15-year anniversary mark to self-produced short-form social video (concept, shoot and edit).

Senior Product Designer, Workplace Solutions
Sept 2022 - April 2026

J.P. Morgan Chase | Jersey City, NJ

- Designed end-to-end product experiences for equity awards, including vesting schedules, grant details, cap table and 10b5-1 flows, taking complex financial workflows from concept and user flows to high-fidelity UI and launch.
- Owned and scaled the Solaris design system: 250+ components and variants for 15+ product squads across mobile and web, at 100% adoption across four products. Built a light/dark token system with one-click theming, plus responsive tokens across four breakpoints and four grid systems.
- Resolved 70+ accessibility violations and wrote the team's accessibility guidelines for landmarks, headings, tab order and alternative text, applied at all four breakpoints on every delivery and aligned to MUI foundations.
- Created a file setup best practice and taught it to the wider UX organization beyond Workplace Solutions, cutting post-handoff edit time by 90% and making breakpoint deliverables 4x faster.
- Led the Participant Portal mobile app redesign, which set the foundation the rest of the design team now builds on, and drove the Global Shares mobile app rebrand through MVP delivery.
- Ran internal QA syncs and triad UX reviews with design, product and technology partners for a global team of 50+ across the US, UK, India and Hong Kong.

Freelance UX & Brand Designer
2021 - 2022

Independent | Remote

- Menther, a mentorship matching app for women: created the brand identity and design system, then delivered UX for the website, mobile app and social. Extended the identity to ScaleHer, a second venture from the same founder.
- Icon Health, an online platform for musculoskeletal care delivery: developed the full brand identity, UI prototypes and

marketing collateral.
- Also supported Tribe Health with brand and product design, The Institute for Educational Achievement with fundraising invitations and event flyers, and Phelps Construction Group with ongoing collateral and brand upkeep.

UX Designer, Episode Connect Feb 2019 - Aug 2021

Remedy Partners (now Signify Health) | New York, NY

- Promoted to lead designer on Episode Connect, the company's flagship B2B platform for healthcare workers and administrators.
- Ran 75+ user research sessions. Pitched, designed and shipped the Patients Followed feature, which identified patients falling out of the system due to incorrect DRG codes, increased usage 30% and eliminated external spreadsheet exports.
- Owned UI sketches, flow diagrams, wireframes and mockups end to end, shipped in two-week agile sprints.
- Partnered with UX researchers on research plans, goals and methods, gathered qualitative and quantitative data, and built InVision prototypes from the findings.

Marketing Graphic Designer July 2017 - Feb 2019

Remedy Partners | New York, NY

- Promoted to sole marketing designer for the company. Owned the design system and produced every marketing material: ad campaigns, corporate brochures, technical documentation, sales presentations and product collateral.
- Sourced and directed freelance videographers, photographers and production artists, and organized, shot and delivered the official corporate headshots.

Production Artist June 2016 - July 2017

Remedy Partners | New York, NY

- Hired before college graduation. Finalized all collateral before production, publishing or distribution, holding technical standards for file formats, output specifications and PMS color matching across print, web and email.

Jr. Graphic Designer & Photographer 2012 - 2016

Phelps Construction Group | Boonton, NJ

- Started in the field as a laborer, then moved into design, reporting to the Director of Marketing.
- Redesigned the company wordmark, keeping the existing icon for its established recognition, and rebuilt the company website on Squarespace.
- Shot completed and in-progress job site photography that's still used across company marketing.

PROJECTS

Phelps Timesheet phelps-hours.netlify.app

Biweekly time record keeper in production for a construction client. Seven-day field weeks with automatic overtime, five-day office weeks, pay tracking, and state that syncs between phone and laptop. Supabase, Netlify.

CURB jccurb26.netlify.app

Offline-first street-cleaning utility for Jersey City, built mobile-first. Geolocation, Leaflet mapping, Nominatim reverse geocoding, ICS calendar export and local persistence, so it keeps working with no signal. Leaflet, Netlify.

Design systems packaged as installable AI skills

Encoded four brand systems (GREENSCREEN, Phelps Construction Group, JAM Paper and Boonton Fire Department) as installable Claude skills, so tokens, type scales and usage rules apply at generation time instead of being re-specified for every asset.

Client accessibility audit, delivered as product

Audited a live client site against WCAG 2.1 AA, then delivered the ranked technical findings and a plain-language explainer for leadership as interactive web artifacts instead of static decks.

EDUCATION

BFA, Graphic Design & Digital Media Aug 2012 - May 2016

Champlain College | Burlington, VT

Elective Semester, Graphic Design Jan - May 2015

UAL: Central Saint Martins | London, UK