

Dan Bingman

User Experience Designer | Design Systems | B2B E-commerce

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Summary

UX designer with 4 years leading design for BDIExpress.com, a B2B industrial-supply e-commerce platform on SAP Commerce Cloud with 70,000+ monthly visitors. Builds and documents design systems, runs accessibility audits, and designs end-to-end B2B purchasing flows. Brings 10 years of stakeholder, budget, and program management from education and 5 years of hands-on IT support to every project.

Skills

- **UX:** user research, usability testing, competitive analysis, user flows, wireframing, prototyping, responsive and mobile-first design, accessibility (WCAG) audits
- **Design systems:** component documentation (anatomy, states, breakpoints), design tokens, Figma variables, annotation and developer handoff
- **Tools:** Figma, Axure, Adobe Creative Suite, Jira, Notion, Google Analytics, AI-assisted design and research tools
- **Front end:** HTML, CSS/SCSS, JavaScript, PHP, WordPress, GitHub, Bitbucket, SAP Commerce Cloud (Spartacus)

Experience

User Experience Designer, BDI

Oct 2022 – Present

- Lead UX for BDIExpress.com across the full purchasing journey, from homepage and search through product detail and comparison, partnering directly with the CEO and cross-department stakeholders.
- Reduced developer handoff revisions by building and documenting a reusable design system covering component anatomy, states, token mapping, and breakpoints.
- Ran a competitive gap analysis of the homepage against four national MRO distributors and developed new homepage user flows.
- Used AI tools to speed up wireframe and prototype iteration and early research synthesis, cutting time spent on repetitive design tasks.
- Ran AI-assisted SEO and WCAG accessibility audits of the live site, documenting issues and fixes for development.

Freelance UX & Web Designer - R&E Tours, House of Mews Rescue

Jul 2020 – Present

- Consolidated a client's websites and vendor subscriptions onto one platform, saving \$1,000+ per year.

- Redesigned and rebuilt client websites in WordPress, using AI tools to speed up content and development.
- Designed a responsive dashboard and online forms that replaced per-trip spreadsheets, saving hours of cross-referencing and reducing missed information.

IT Technical Support Technician, BDI

Jul 2019 – Oct 2022

- Diagnosed and resolved software, hardware, and connectivity issues, keeping detailed support records.
- Built tools for data analysis and asset management and automated workflows with Power Automate and PowerShell.
- Administered users and systems through Active Directory and Microsoft admin consoles.

Productivity Consultant, Trainer & Solutions Analyst, Vitalyst

Aug 2017 – Jul 2019

- Analyzed client usage of support services and reported insights to improve adoption.
- Consulted on-site with Fortune 500 clients.
- Trained new employees on proprietary software and Microsoft applications.

Band & Choir Director, Music Teacher, Marching Band Director, Richmond Heights Local and Ledgemont Local Schools

Aug 2007 – Jul 2017

- Managed cross-functional stakeholder relationships across administration, faculty, and parent/booster organizations, including annual budget planning.
- Served as website manager for the school district, maintaining the site and implementing online forms for school functions.
- Directed recruitment, retention, and event logistics for band, choir, and marching band programs, including fundraising strategy.
- Collaborated with teachers to support students with special needs.

Education & Certifications

- Google UX Design Professional Certificate, Coursera
- Programming and Development, Post-Degree Professional Certificate, Cuyahoga Community College
- Bachelor of Music in Education, Bowling Green State University