

Daron Klett

PRODUCT DESIGNER · RALEIGH, NC

daronklett.com

daronklett@gmail.com

linkedin.com/in/daron-klett

Product designer with 8+ years of design experience, including 5 years focused in UX, specializing in B2B SaaS and complex, compliance-driven workflows. Experienced in translating complex requirements into intuitive experiences through user research, systems thinking, and close collaboration with product and engineering.

EXPERIENCE

Freelance Product & Web Designer

Dec 2025 - Present

Independent · Remote

- Design and ship marketing sites for small businesses and independent operators, using AI-assisted build tools to go from brief to launch in days, not weeks.
- Consult with clients on brand direction, content structure, and where AI genuinely fits in their workflow, turning vague goals into scoped, buildable plans they can maintain themselves.
- Own each engagement end to end, from scope and visual direction through copy, build, and post-launch support.

Product Designer

Jul 2022 - Dec 2025

Twilio · Remote

- Reduced A2P 10DLC support tickets by 45% through redesigned registration flows, clearer errors, and edit-and-resubmit capabilities.
- Designed Sole Proprietor registration for two distinct customer types, enabling 600+ ISV customers and up to 70,000 small businesses to register for A2P 10DLC before a regulatory deadline.
- Designed a white-label embeddable registration experience for ISV partners, applying font and color theming for over a dozen partners within a single flexible system.
- Conducted customer and internal research with Ops and customer-facing account executives, using UserTesting and A/B testing to improve terminology, registration flows, and onboarding experiences.
- Built prototypes to align product and engineering teams on registration flow direction before development, reducing rework and speeding up sign-off.
- Partnered with Persona, an identity verification platform, to extend its design system with components for compliance-specific use cases, addressing gaps in the standard library.

UX Designer

Jul 2021 - Jun 2022

Investnet · Raleigh, NC

- Designed ESG and impact investing features across multiple advisor tools, translating complex sustainability data into visualizations advisors could present clearly to clients.
- Conducted A/B testing with 144 participants and user interviews with clients at major financial institutions to validate design decisions and iterate on data visualization approaches.
- Integrated new sustainability metrics into existing workflows across Client Portal, Proposals, and Configuration tools without overloading advisors with additional complexity.

Freelance UX/UI and Graphic Designer

Aug 2020 - Jul 2021

Uncompany · Raleigh, NC

- Built brand identities and visual systems for early-stage businesses, delivering logos, typography, and full digital asset libraries.
- Designed website layouts for client sites, from wireframes through responsive page design, translating brand systems into usable, on-brand page structures.

Marketing Assistant, Graphic Design

Dec 2017 - May 2020

NC State University Wellness and Recreation · Raleigh, NC

- Designed posters, brochures, social graphics, and event photography supporting student engagement campaigns.
- Conceptualized seasonal campaign themes, maintaining a consistent visual voice across multiple channels.

EDUCATION

North Carolina State University

B.A. Graphic Design

SKILLS

DESIGN

Product Design · UX Design · Interaction Design · Information Architecture · Design Systems · Wireframing · Prototyping · Usability Testing · UX Writing · User Research

TOOLS

Figma · Figma Make · Figma MCP · Claude · Adobe Creative Suite · Jira · Confluence · Airtable · UserTesting

DOMAIN

Cross-Functional Collaboration · Stakeholder Communication · Regulated / Compliance Environments · B2B & SaaS Platforms · Systems Thinking