

DANIEL SEBREE

Enterprise Design Technologist & SaaS Architect

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SUMMARY

16+ years untangling complex B2B SaaS workflows and translating them into framework-agnostic design systems (HTML/CSS/Vanilla JS). Proven 9-year enterprise tenure specializing in high-density data architecture, multi-tenant white-labeling, and UX engineering. By integrating AI tools (Claude, Cursor) into the design-to-development pipeline, I help engineering teams bypass traditional UI bottlenecks and accelerate feature delivery.

TECHNICAL & DESIGN SYSTEM SKILLS

- **Design Systems Architecture:** Figma (Variables, Tokens, Auto-layout), System Governance, Technical Handoff Strategy, Multi-Tenant Theming.
- **Front-End Engineering:** Semantic HTML5, Modern CSS/SCSS, Vanilla JavaScript (ES6+), Framework-Agnostic UI Architecture, Responsive Design.
- **Enterprise UX & Tooling:** B2B/B2C SaaS Workflow Simplification, High-Density Data Matrices, AI-Integrated Pipelines (Claude, Cursor, Gemini), Technical Feasibility Auditing, WCAG 2.1 / ADA Compliance.

EXPERIENCE

DaySmart Software | Remote

Senior UX Designer (9/2022 – 9/2026) | UX Developer (7/2017 – 9/2022)

- **Impact Highlight:** Led the end-to-end modernization of the legacy B2B2C Member application, resolving critical mobile layout failures to drive e-commerce conversion rates from 3% to 8.25% and boost mobile adoption by 20%
- Architected and governed a strict, single-source-of-truth Figma component library tied directly to semantic HTML/CSS tokens, standardizing UI architecture across multi-product SaaS applications.
- Integrated AI coding workflows (Claude, Cursor) to directly implement front-end quality-of-life improvements, rapidly iterating on CSS styling, interaction logic, and WCAG accessibility fixes without bottlenecking core engineering sprints

- Designed dynamic, high-density scheduling matrices and scalable white-label foundations that seamlessly inherited custom SMB tenant branding while enforcing strict WCAG 2.1 accessibility standards.
- Maintained design system integrity and UI consistency across a 9-year tenure, acting as the primary strategic bridge between product management, design vision, and engineering execution.

Pacific Software Inc. (PSPINC) | Bellevue, WA

Lead Web Designer (1/2014 – 7/2017) | Web Designer (10/2010 – 1/2014)

- Led a team of web designers and front-end developers, managing end-to-end UX/UI execution and technical quality across B2B applications and email software solutions.
- Architected a multi-lingual WYSIWYG website builder using HTML, CSS, Vanilla JS, and PHP, transforming intricate technical configurations into intuitive workflows for non-technical SMB users.
- Mentored junior design technologists through strict code reviews and style guide audits, ensuring code cleanliness, cross-browser compatibility, and modular component reuse.

PREVIOUS EXPERIENCE

Brand Strategist, Grassroots Network (1/2005 – 6/2010)

UI Designer, University of Washington, Bothell (7/2008 – 1/2009)

EDUCATION

Bellevue College | Bellevue, WA

Bachelor of Arts (BA) in Animation, Graphic & Web Design (2008)