



Dan Bellia
Designer

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Experience

Senior Product Designer
Flock Safety

Remote - Bend, OR
2025 - Current

As product designer at Flock Safety, I currently own our geospatial mapping experience “Real Time”, as well as our forward-facing in-car and CAD-focused software products. My role focuses on a high degree of user testing and validation, and strategic product enhancements and overhauls to ensure our mission-critical control surfaces cater to growing needs of our customers.

Senior Product Designer
Vannevar Labs

Remote - Bend, OR
2024 - 2025

At Vannevar Labs, I researched, designed and built software in the national security and defense sectors. In this role, I owned design and UX in our Targeting business unit, where we aimed to support non-kinetic and intelligence missions for the US government and it's allies. These workflows included AI-driven summaries, extracted insights and mission-driven consolidation of results.

Senior Product Designer
Fivetran

Remote - Bend, OR
2021 - 2024

I was the senior designer responsible for our core product, the Fivetran Account Dashboard. In this role I spent time researching and validating customer needs and shipping multiple product enhancements, one of which improved productivity across three core workflows and exceeded our team's performance KPIs by a benchmarked 32-55%.

Lead Product Designer
Axon

Seattle, Wa + Remote
2014 - 2021

I functioned as design lead across a variety projects with the Digital Evidence Management platform (DEMs). Three of the most notable products I brought from 0 to 1; Redaction Studio, Axon Performance (dashboard/compliance analytics) and Axon Transcription (AI transcription). All three of these products were critical to broader user needs, unlocking sales avenues for over a hundred key accounts. I also managed two remote designers, while providing design and strategic oversight across five unique product groups.

Designer & Creative Lead
Hointer

Seattle, Wa
2012 - 2014

In this multidisciplinary role I owned and designed mobile apps for sales associates and shoppers, with the goal of rethinking brick and mortar retail. I also designed the marketing website, marketing campaign collateral and the physical store, including the patented product distribution system. During this time I also collected and benchmarked key customer journeys for ongoing improvement.

Mobile Designer
Filmic

Seattle, Wa
2012

I worked with a small team to iterate upon and build a native mobile videography app called Filmic Pro, where I focused on both the visual design and UX of the filming and settings experience. This would go on to be the first mobile app used to shoot an award-winning film at Sundance.

Jr Industrial Designer
Pillar Product Design

Seattle, Wa
2011-2012

My role as industrial designer focused on rapid iteration, ergonomics, CMF and pushing industry trends. I had the privilege to research, design and test physical products across a variety of industries, for companies such as BlackRapid, Hyperlite Wakeboards, Nixon, Flow Snowboards, and more.

Education

California College of the Arts
Bachelor of Fine Arts in Industrial Design

San Francisco, CA
December 2009 - June 2011

Milwaukee Institute of Art and Design
Industrial Design

Milwaukee, WI
August 2007 - December 2009

Tools / About

Figma/Make
Claude Design
Magic Patterns
Sketch
Principle
Photoshop
Illustrator
AfterEffects

I am a senior product designer and design lead at Flock Safety, who enjoys identifying pain-points and moving fast to solve them. From compliance dashboards to AI search UX across massive dark web datasets, I take pride in my ability to leverage research and cross-discipline collaboration to design and build useful products.