

# Dan Rader

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## Roblox

Dec 2022 - Present  
San Mateo, CA

**Director, Product Design, Group Foundation** • February 2025 - Present

- Head of Group Foundation — leading a horizontal platform team of designers and content designers focused on unifying products and teams through holistic, system-driven design. We drive quality, usability, and craft by defining robust patterns and frameworks and driving adoption of the Foundation Design System. Our work powers industry-leading experiences across consumer and creator touchpoints on mobile, desktop, console, and VR.
- Manage Platform UX at Roblox, overseeing Core UI, Platform Excellence, and Design Systems—strengthening system features and UI building blocks for consumer-facing products across mobile, desktop, console, and XR.
- Elevate Roblox Design System (Foundation) maturity by publishing documentation, aligning Figma and coded APIs, and establishing a tokens framework and pipeline. Facilitate seamless implementation of the new Roblox Design Language with foundations like color and a custom typeface.
- Enabled the successful launch of PlayStation and Quest by providing foundational components, design guidance, and feature support. Achieved remarkable results with 500K+ DAU on the first weekend and 3.2 million week-over-week.
- Developed the design strategy for creating a "universal" app ecosystem, enabling product builders to build once and deliver top-tier experiences across all platforms and input types. Led a paradigm shift in design at Roblox through education, guidelines, components, and governance.

**Sr. Design Manager, Foundation** • Aug 2023 - February 2025

**Design Manager, Apps** • Aug 2023 - April 2024

**Design Systems Lead** • Dec 2022 - Aug 2023

## Xplor

Feb 2020 - Dec 2022  
Globally Located

**Global Head of Product Design** • May 2022 - Dec 2022

- Architected the global design organization across 8 brands and 5 countries, ensuring clear roles, responsibilities, and growth within the team. Implement a transparent, engaging, and compelling team culture that drives personal accountability and strong alignment with Xplor's organizational and customer goals.
- Spearheaded the creation of the Apollo Enterprise Design System—driving consistency and efficiency across teams, brands, and products at Xplor. Evangelize adoption and continual contribution to the system and empower teams of designers and engineers to incorporate Apollo into their daily practice..
- Shaped the UX/design strategy across products and teams within Xplor, Fitness and Wellbeing. Collaborate with the VPs of Product and the Chief Product Officer to align teams' efforts towards achieving product vision and strategy.

**Head of Product Design** • Sep 2020 - May 2022

**Design Director, Mariana Tek** • Feb 2020 - Sep 2022

## ISL / Wunderman Thompson

Jan 2017 - Feb 2020  
Washington, DC

**Associate Creative Director** • Jan 2019 - Feb 2020

- Clients included Volkswagen, Obama Foundation, Capital One, International Rescue Committee, NHL, National Aquarium, Shell/Jiffy Lube, Accion, CTIA.
- Owned the end-to-end creative delivery of concurrent projects. Maintained client and stakeholder relationships and led touch-points like sprint reviews, executive summaries, and strategy share-outs. Facilitated workshops to identify project goals, brand positioning, and product roadmaps. Led creative for new business and pitched to prospective clients. Played a leading role in bringing in over \$3 million in revenue.
- Managed and mentored visual designers in the interactive practice. Responsible for hiring new talent, managing project staffing and workload, and conducting performance reviews. Served on the leadership team, responsible for shaping team culture.

**Interactive Art Director** • Feb 2018 - Jan 2019

**Sr. Interactive Designer** • Jan 2017 - Feb 2018

## Deloitte Digital

Nov 2015 - Jan 2017  
Washington, DC

**Visual Designer**

Delivered human-centered design for federal clients including NIH, Department of Education, IRS, and Customs and Border Protection. Served in a consultative fashion, working directly with clients to achieve their goals through strategic technology-based solutions. Worked in a highly collaborative environment alongside a team of engineers, product, and accounts.

## Social Driver

Aug 2014 - Oct 2015  
Washington, DC

**Designer**

## Wolf Trap

Mar 2012 - Aug 2014  
Vienna, VA

**Graphic Designer**

**Dan Rader** is a design leader and digital creative with over a dozen years of experience. He is currently Product Design Director at Roblox where he blends his passion for design, systems thinking, and technology to bring amazing experiences to millions across the metaverse.

## Top Skills

Design Leadership

Strategic Planning

Design Systems

UI/UX Design

Project Management

CSS + HTML + JS

Prototyping

User Research

Team Building

Design Operations

## Volunteering

**AIGA DC Board of Directors**  
**DC Design Week Director**

Led a core team of 12 committee members to execute programming, marketing, and sponsorships/partnerships for DC Design Week. Established a new vision for DC Design Week that exceeded benchmarks for AIGA DC—surpassing our goals for awareness, participation, and ticket sales.

## Education

**Shenandoah Conservatory**  
Bachelor of Music  
French Horn Performance  
May 2009

Graduate coursework  
French Horn Performance  
2009–2011

**CenterStage Internship**  
2011-2012

**Wolf Trap Internship**  
Summer 2011

**Shenandoah Conservatory Graduate Assistantship—Graphic Designer**  
2009-2011