

DAN FREEMAN

Global Director, Product Design

Estero, Florida | [Email](#) | [Portfolio](#) | [LinkedIn](#)

EXECUTIVE SUMMARY

Product Design leader with extensive experience building, scaling, and directing category-defining consumer and SaaS platforms across streaming, marketplaces, creator ecosystems, web, mobile, and desktop applications. Most recently served as Global Director of Product Design at The Beatport Group, directing design strategy across a 9-product portfolio that drove a \$100M+ revenue engine serving 40M+ annual users, 250M+ downloads, and over 500M streams. Proven track record partnering with C-suite leadership to shape product strategy, lead 0-to-1 innovation, and scale high-performing global design teams.

CORE EXPERTISE

Product Strategy, Product Design Leadership, Design Systems Governance, Design Operations, Consumer Products, Cross-Functional Team Leadership, Executive Stakeholder Management, Hiring & Org Building, User Experience (UX) Strategy, User Research, AI Product Development, 0-to-1 Product Development

EXPERIENCE

Global Director, Product Design

The Beatport Group | 2022 - 2026

- Promoted to define product design strategy across a global portfolio of streaming, marketplace, and creator platforms, reporting directly to the CTO and partnering with C-suite leadership to guide multi-year roadmaps and capital investments.
- Directed product design strategy across Beatport, Beatsource, LabelRadar, Plugin Boutique, Loopmasters, and DJcity, unifying 14M+ tracks, 80,000+ labels, and 400,000+ artists into a cohesive global ecosystem.
- Built the end-to-end Product Design hiring and candidate evaluation framework, scaling from 0 to a global team of 4 while establishing design quality standards, operating principles, and cross-functional workflows.
- Delivered biweekly and monthly executive presentations to C-suite stakeholders, aligning product design direction with board-level business priorities and long-term revenue goals.
- Spearheaded international expansion and localization initiatives, driving 25% download revenue growth and 28% streaming subscriber growth in major growth markets.
- Scaled cross-platform design systems governance to unify 14M+ tracks across multiple product teams and improve engineering delivery efficiency.
- Launched Artist Network within LabelRadar, unlocking native collaboration workflows for a community of over 220,000 musicians.
- Conceptualized the 0-to-1 product design for Track ID, allowing DJs to instantly identify tracks from live sets and add them directly into their Beatport collection.
- Led the design for Party Mode in Beatport DJ, earning MusicTech's Gamechanger of the Year award for enabling the world's first intercontinental back-to-back DJ performance at Art Basel with Microsoft.

Senior Product Designer

Beatport & Beatsource | 2020 - 2022

- Promoted to lead strategic product initiatives across Beatport and Beatsource during rapid company expansion across web, mobile, and hardware integrations.
- Conceptualized the 0-to-1 product design for Beatport DJ, the music industry's first browser-based DJ performance application, driving a 60% increase in Beatport Streaming subscribers over two years.
- Directed native iOS and Android app experiences in partnership with international design agency Kurppa Hosk, leading the global digital rebrand across products and customer touchpoints.
- Expanded Beatport DJ into Beatsource DJ to capture the open-format DJ market, and designed the interactive learning platform for The Next Beat by Tiësto.
- Launched Beatport Next, an artist accelerator platform whose inaugural cohort achieved 70% revenue growth and 101% follower growth within 12 months.

UX/UI Designer

Beatport | 2019 - 2020

- Served as sole UX/UI designer executing core product initiatives during a critical phase of platform modernization.
- Created the foundational UX for Beatsource, launching a dedicated streaming and marketplace platform for open-format DJs.
- Designed core workflows for Beatport LINK (now Beatport Streaming), scaling the platform past 500M+ streams with public DJ Charts, music management tools, and native software integrations across 15+ industry-standard hardware/software platforms (Pioneer DJ, Serato, Native Instruments, Algoriddim, inMusic).
- Designed Beatport Cloud, introducing the Needle Drop Player and Download Queue to modernize digital ownership and track previewing.

UX/UI & Web Designer

Freelance | 2016-2019

- Delivered end-to-end UX, UI, and digital product design for startups, agencies, and SMBs across consumer web and mobile applications.
- Conducted user research, wireframing, rapid prototyping, and visual design while partnering directly with founders to translate business goals into intuitive products.

EDUCATION

UX/UI Design & Front-End Development

Bloc (now part of Chegg Skills) | 2016 – 2017

TOOLS

Design & Systems: Figma, Framer, Adobe Creative Suite, Claude Design

Product: Jira, Confluence, Notion, GitHub, Hotjar, AB Tasty

AI: ChatGPT, Claude Code, Cursor, Codex, Gemini