



# Daniel Skrok Design

Principal Product Designer | Design Educator | Board Member

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New York | USA

## Statement

I'm a designer with over 10 years of experience crafting meaningful digital experiences and engaging learning content. Currently, I serve as Principal Product Designer at CVS Health, where I help shape design initiatives across their enterprise. My journey through agencies, startups, universities, and enterprise companies has given me a unique perspective on solving design challenges at scale. I'm passionate about creating human-centered solutions that make an impact.

## Education



### Post-Masters Certificate | UX Design

Cornell University | Ithaca, NY  
2022 | GPA 4.0



### MFA | Computer Graphics Design

Rochester Institute of Technology | Rochester, NY  
2013 | GPA 3.9



### BFA | Graphic Design & Illustration

Daemen College | Amherst, NY  
2006 | GPA 3.1

## Certifications



### AI for UX Design

Designlab  
2025



### Enterprise Design Thinking - AI Essentials

IBM  
2024



### Ready for SAFe (Scaled Agile Framework)

Scaled Agile Inc.  
2023



### User Experience Design Certification

Interaction Design Foundation (IxDF)  
2018

## Skills

Agile | AI (Artificial Intelligence) | Animation | Branding | Collaboration  
Creative Direction | Design Systems | Design Thinking | Education  
Empathy | Graphic Design | Inclusive Design | Illustration | Interaction  
Leadership | Motion | UI Design | UX Design | UX Research | Visual Design

## Tools

Adobe Creative | Acrobat Pro | After Effects | Bridge | Chat GPT | Claude  
AI | Illustrator | InDesign | Photoshop | Adobe XD | Wordpress | Figma  
Github | JIRA | Miro | Sketch | Slack | User Testing Writer AI | Zeplin

## Links

[Portfolio](#) | [LinkedIn](#) | [IxDF](#) | [Vimeo](#) | [IMDB](#) | [Dribbble](#)

## Experience



### Principal Product Designer - Enterprise

CVS Health | Remote  
October 2024 - Present

### Staff Product Designer - Scheduling

CVS Health | Remote  
March 2024 - September 2024

### Senior Product Designer - Notifications

CVS Health | Remote  
August 2022 - February 2024



### Enterprise Advocate

Miro | Remote  
September 2024 - Present



### Board Member

Good Thinking | Atlanta, GA  
January 2015 - Present



### UI Design Mentor

Dribbble | Remote  
August 2022 - August 2024



### Head of Design

Interaction Design Foundation (IxDF) | Remote  
August 2021 - August 2022

### Senior Product Designer and Design Educator

Interaction Design Foundation (IxDF) | Remote  
August 2020 - August 2021



### Customer Advisory Board Member

Adobe | Atlanta, GA  
May 2019 - May 2022



### Director of Visual Design

Earbits | Atlanta, GA  
February 2018 - July 2020

### Senior Visual Designer

Earbits | Atlanta, GA  
August 2015 - February 2018

### Visual Designer

Earbits | Atlanta, GA  
March 2015 - August 2015



### Interactive Art Director

Mower | Atlanta, GA  
August 2013 - March 2015