

Daniel Nullmeyer

Senior Product Designer

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SUMMARY

Senior product designer with 8+ years of UX experience and 6 years as sole designer on Reddit's Safety Experience team (121.4M DAU, 100,000+ active communities). Shipped Reddit's six-filter ML-powered moderator product suite (including Reddit's first LLM-powered product), redesigned platform-wide user controls for hundreds of millions of users, and owned end-to-end systems redesigns across iOS, Android, mobile web, and desktop. Systems thinker fluent in designing for AI/ML platforms, complex operational workflows, and high-stakes consumer surfaces — partnering daily with Product, Engineering, Policy, Research, and Legal.

EXPERIENCE

Reddit — Senior Designer, Safety Experience

January 2020 – February 2026

- Redesigned Reddit's user blocking from a one-sided mute into platform-wide mutual blocking shipped to hundreds of millions of users; designed the moderator carve-out that preserved admin function while preventing surveillance abuse. Covered by Engadget (“blocking actually works”) and Adweek.
- Led design of Reddit's six-filter ML-powered moderator product suite — Ban Evasion, Crowd Control, Reputation, Adult Content Promoters, Harassment, and Mature Content — deployed across 100,000+ active communities and ~60,000 daily-active moderators as a simpler one-click alternative to complex configuration rules.
- Designed Reddit's first LLM-powered product (Harassment Filter, Q1 2024), which processed 75,000+ comments per day across ~9,000 communities and actioned an average of 17,000 items per week in its first quarter of general availability.
- Owned end-to-end redesign of Reddit's reporting UX and content lifecycle across iOS, Android, mobile web, and desktop — the user-facing path feeding into 6.2M account actions in 2022 (+200% YoY).
- Designed enforcement features on Reddit's internal operator tool for reviewing, escalating, and processing appeals — surface behind 99,492 enforcement actions (Q3 2023) and 828 investigations at 98% actionability (H2 2024); iterated its newer annotation surface for labeling training data for ML classifiers.
- Sole designer on the Safety Experience team across iOS, Android, mobile web, and desktop — shipped all surfaces to WCAG accessibility standards with screen reader annotations and keyboard navigation patterns; ran solo user research and usability testing with external users and internal operators.
- Co-led stakeholder interviews and cross-functional ideation workshops across Product, Engineering, Policy, and Legal; mentored an incoming designer through onboarding and project guidance; partnered with Engineering to establish the team's first design–engineering–product handoff process; co-developed a vision concept for pattern-based AI tooling.

Reddit — Product Designer, Growth

August 2018 – January 2020

- Designed across iOS, Android, mobile web, and desktop to grow daily active users and onboard new Redditors; shipped 20+ experiments and features including an overhauled Android onboarding flow, iOS NSFW gating, and content sharing and invite surfaces.
- Built the cross-platform fluency and experimentation patterns that translated directly into Safety Experience — growth-scale rollouts informed how the later moderator product suite shipped to 100,000+ communities.

MDSave — Lead UX/UI Designer

March 2017 – July 2018

- Lead designer at a healthcare marketplace (Inc. 5000 #152 in 2018); designed and shipped the company's most-requested business feature — a whitelabeled employer-partner portal — from 0→1.
- Redesigned search around a functional provider-location map, lifted mobile conversion through user testing and A/B iteration, and rebuilt the UI style guide that powered a sitewide visual refresh.

SKILLS

Design: Figma (variables, prototyping, design systems), interaction design, design system architecture, 0→1 product design, responsive design across iOS, Android, mobile web, and desktop

Accessibility: WCAG compliance, screen reader annotations, keyboard navigation

Research & facilitation: solo user research, usability testing, stakeholder interviews, cross-functional ideation workshops, UX Research partnership

AI/ML design: design partnership with ML engineers on production models — model confidence, precision/recall, and fairness tradeoffs; AI design exploration with Cursor and Claude

Cross-functional & mentorship: stakeholder management across Product, Engineering, Policy, Research, and Legal; mentorship; design–engineering–product handoff process design

EDUCATION

University of California, Berkeley — B.A. Psychology · Regents' & Chancellor's Scholar

2013

SELECTED PRESS

- Engadget — *“Reddit ‘revamped’ its block feature so blocking actually works”* (Jan 2022)
- Adweek — *“Reddit Overhauls Blocking Experience”* (Jan 2022)
- The Register — coverage of Reddit’s first LLM-powered product launch (Mar 2024)