Dianna Totland

Product Designer

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Product designer who turns complex workflows into clear, human experiences. Ten years across brand, web, and product, now focused on B2B sales tools, design systems, and AI that actually helps.

EXPERIENCE

WAVV

Orem, UT

Product Designer — Sep 2025 – Present

- Lead product design across core communication and dialer experiences, turning complex sales workflows into tools that help teams manage leads, follow up faster, and scale customer engagement.
- Shipped a call board template workflow that increased user adoption, cutting new-board deletions by 68% (7.8% to 2.45% within 30 days).
- Created WAVV's first self-serve setup journey, taking new teams from account creation to their first call.
- Connect WAVV with HubSpot and HighLevel CRMs through integrated experiences that reduce friction with teams' existing sales processes.
- Use Claude and Figma to speed up discovery and prototyping, and partner with success and engineering on edge cases, design QA, and customer feedback.

Ultradent Products

South Jordan, UT

Senior Web Designer — Oct 2020 – Sep 2025

Senior Graphic Designer — Mar 2018 – Oct 2020

- Led UX/UI for global digital experiences, translating business goals and user needs into clear journeys across landing pages, email, and social campaigns.
- Presented research-informed recommendations and facilitated stakeholder ideation to align teams on user needs and direction.
- Established scalable brand and design standards for a 1,500+ person organization across print, packaging, and digital.
- Produced print-ready packaging with specs and dielines for print vendors.

Epic Marketing & Silen6

Salt Lake City, UT

Graphic Designer — Apr 2015 – Mar 2018

- Designed brand identities, websites, and web and mobile app concepts, including wireframes, for a diverse client portfolio.

PRODUCT DESIGN

UX strategy & problem framing
AI-assisted product discovery
User research & interviews
Usability testing
Journey mapping
Workflow optimization
Interaction design
Prototyping
Design systems
Product requirements (PRDs)
Automations

TOOLS

Figma / FigJam
Claude / Claude Code
ChatGPT
Amplitude
Linear
Bitbucket
Miro
Adobe Creative Suite

EDUCATION

UX & Product Certificate
Google · Coursera · 2022

Web Development
SheCodes · 2020

AAS, Visual Communication
Salt Lake Community College · 2015