Daniel Anderson

Brand & Digital Designer

Elk Grove, CA | danielanderson@myglassflow.com | andersondaniel.me | linkedin.com/in/danieanderson

Brand & digital designer creating identity systems, responsive websites, and product interfaces grounded in real operational workflows. Five years in auto glass provides firsthand domain expertise in field service, scheduling, parts, inventory, and customer operations. Portfolio includes White Oak Renovations, GlassFlow, and Buchanan CRM - an internal operations product used daily in production.

PROFESSIONAL EXPERIENCE

MyGlassFlow LLC | Elk Grove, CA

Founder / Brand & Product Designer | 2026 - Present

- Founded a design-led auto-glass software company and own brand identity, product direction, workflow/UX design, onboarding, testing, and pilot feedback across GlassFlow and QuoteLink.
- Designed GlassFlow's visual identity and product experience, translating shop workflows into scheduling, customer, technician, parts, and inventory systems.
- Direct AI-assisted implementation while retaining responsibility for product behavior, visual direction, validation, and iteration.

Buchanan Auto Glass | Galt, CA

Auto Glass Technician | 2024 - Present

- Work inside the field workflows I later redesigned, with firsthand exposure to scheduling, parts, inventory, customer history, technician pay, and daily mobile operations.
- Conceived, designed, and launched Buchanan CRM, replacing fragmented PowerApps, notebook, and manual workflows with shared Admin and Tech experiences used daily by 3 active users.
- The system recorded 402 job records from May-Aug 2026 and supports a shop handling roughly 125-150 jobs per month; ongoing changes come from observation, user feedback, testing, and field use.

Caliber Auto Glass | Sacramento, CA

Auto Glass Technician | 2021 - 2024

- Built foundational auto-glass expertise across vehicle glass replacement and repair, field service, customer communication, and safety-critical, precision work.
- Developed the operational perspective that now informs product and workflow design for auto-glass businesses.

SELECTED DESIGN WORK

White Oak Renovations | Brand Identity & Web Design

Built a complete identity for an owner-led renovation company: hand-drawn leaf mark, logo system, typography, color palette, guidelines, and responsive website.

GlassFlow | Brand Identity & Product

Created an abstract G/F mark and visual system across lockups, typography, color, monochrome variants, app/web/social applications, and product surfaces.

SKILLS

Design: Brand identity, logo & symbol design, visual systems, typography, layout, responsive web design, product UI, workflow design, prototyping, usability testing

Tools: Canva, Adobe Illustrator, Adobe Photoshop, AI-assisted prototyping and implementation direction

Domain: Auto-glass operations, field-service workflows, scheduling, parts & inventory, technician workflows