

A research-loving, system-thinking senior product designer searching for a company that is truly making an **impact** in the world, that will provide **autonomy**, and has strong **design leadership**.

USERTESTING

AUG 2016 - PRESENT

Senior Product Designer

Promoted from Product Designer in 2018

Led redesign of highlight reel feature enabling customers to find and share insights from the UserTesting platform

- Conducted unmoderated and moderated research studies
- Defined product vision and milestones
- Increased adoption of feature by 200%
- Developed instant highlight reel feature accounting for 50% of highlight reel creation
- Improved satisfaction of experience by 44%

Designed and implemented a robust design system supporting UserTesting's customer and tester web apps

- Brought alignment across executive team to support this initiative
- Developed tools for designers to get to prototyping quickly
- Increased development team productivity with documentation site (toolkit.usertesting.com)
- Evangelized best practices for accessibility, interaction patterns, and research
- Trained designers and developers on how to use the system and more importantly why they should use the system

DARRENDUB.COM

JUN 2014 - PRESENT

Freelance Design & Development

Built and managed online presence for a soccer retail store

paradisesoccerclub.com

- Designed and developed a responsive website resulting in a 2x revenue increase
- Led content strategy for promotions and new releases

Led design for new iOS app to educate the next generation of swimmers

goswim.tv

- Designed and implemented needs assessments and usability studies to influence strategy for overall app
- Developed end-to-end flow for iOS app from onboarding to video watching

INKLING

MAR 2012 - JUN 2016

Interactive Designer

Promoted from Design Intern in 2013

Led redesign of demand gen website as company pivoted from B2C to B2B

- Built a design system that enabled pipeline growth initiatives
- Optimized for performance leading to a 125% decrease in page load times
- Redesigned customer success page leading to a 200% increase in customer conversions

EDUCATION

University of San Francisco

BA Graphic Design · 2008 - 2012

SKILLS

UI/UX · Visual Design · Sketch/Invision · Usability Testing · Prototyping · HTML · CSS · SASS · Drake Lyric Memorization