



Howdy, I'm Casey.

I Help Teams Make **Awesome Design Decisions!**

Experienced Product Designer with a 12+ year track record of transforming ideas into successful products. Proven ability to lead ideation, drive innovation, and deliver exceptional user experiences.



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Founding Product Designer at **Prouvé**

APR 2024 - PRESENT

- Led the design of an MVP app for small-scale developers, creating high-fidelity clickable prototypes, a scalable design system, and collaborating with founders and engineers to refine features and functionality.
- Created the company's website, promotional videos, pitch decks, and proposal templates, establishing a cohesive and engaging brand presence.

Founding Product Designer at **Main Lobby** (formerly Zendoor)

NOV 2023 - MAR 2024

- Engaged property managers to uncover challenges and inefficiencies in month-end closing workflows, providing data-driven insights to inform potential solutions.
- Designed sketches and prototypes aimed at streamlining account reconciliation and enhancing stakeholder communication, directly addressing pain points within the property management workflow.

Senior Product Manager at **Sectigo**

AUG 2023 - NOV 2023

- Directed design driven product management initiative aimed at simplifying purchasing and managing digital certificates.
- Completed end to end assessment of core product, identifying areas for enhancement to improve user experience and operational efficiency.

Lead Product Designer at **Zendoor**

MAR 2023 - JUL 2023

- Assisted the Founder, CMO, and development team in conducting and synthesizing research, ideating potential solutions, and creating company's first design library.
- Harnessed the potential of AI to relieve accountants from laborious and repetitive tasks, utilizing user testing and integration of user feedback to produce a high value MVP.

Lead Product Designer at **PropData & PayUp**

APR 2022 - JAN 2023

- Lead a significant product pivot by conducting user research, developing high-fidelity prototypes, and coordinating with engineering and stakeholders to ensure seamless implementation.
- Collaborated with the engineering team to improve our Know Your Customer verification experience.
- Designed and developed two websites from scratch using Webflow and Framer, establishing a strong online presence for a fintech and a property management solutions startup.



Senior Product Designer at Workrise

NOV 2021 - MAR 2022

- Designed an iPad app to streamline weekly payroll processes for construction workers, enabling onsite managers, construction workers, and back-office teams to efficiently manage and track payments.
- Collaborated horizontally with other design teams and vertically with assigned initiatives, conducting user research and delivering design specifications to the engineering team.

Senior Product Designer at WP Engine

OCT 2020 - NOV 2021

- Partnered with product managers to create an onboarding experience for small e-commerce clients, guiding them through theme selection, platform setup, and essential e-commerce concepts.
- Mapped user journeys to identify key friction points in the e-commerce setup process. This analysis informed the design of product improvements and supporting documentation to guide users through complex tasks and minimize frustration and reduce churn.

Senior UI/UX Designer at Cylance

AUG 2018 - OCT 2020

- Translated the company's enterprise security software into a user-friendly consumer app, collaborating closely with the product manager and colocated engineering team.
- Designed and launched iOS and Android apps to enhance the consumer security product, enabling users to manage their security across multiple devices and platforms.
- Integrated a third-party security solution into the company's product suite, navigating intricate technical requirements and coordinating communication between stakeholders across both organizations.

Senior UI/UX Designer at Bound

FEB 2016 - AUG 2018

- Led the redesign of key platform features, working closely with engineering and customer success teams to ensure successful implementation and user satisfaction.
- Conducted independent user research and usability testing, to identify friction points and areas for optimization. Also built the company's first fully coded design library.

Lead Product Designer at Dun & Bradstreet

JUN 2011 - DEC 2015

- Provided design ideas and developed user interfaces for multiple web, mobile, and desktop applications.
- Applied human centered design methods and best practices to create wireframes and visual design mockups.
- Designed an automated tool for filling out forms. Also provided supporting marketing content, animations, and educational materials guiding users forward.

In My Toolbox

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|--------------------|-----------------------------------|-----------------|
| • Figma / Figjam | • Chat GPT / VO / Visual Electric | • Photoshop |
| • Framer / Webflow | • HTML / CSS | • Premiere |
| • Notion | • Retool | • After Effects |