

# Caden Damiano

## Experience

### Progressive Leasing

*Product Designer (Mar 2019 - Pres)*

- Decreased exit rates on a normally high friction page from 42.86% down to **10.19%**. Resulting in an application experience that increased application submission rates by **32.67%** with an average application value of \$623 per customer and increased funnel conversions by **3.9%** (last year we approved 2,912,066 applications). Each conversion is worth \$942 per approved application.
- Diagnosed that the interaction model used in our applications was causing a mandatory **47%** exit rate. We were forcing customers out of our flow by design! Refactored the design of the experience to eliminate that drop off completely to **0%**. Driving an estimated **\$75M** in additional annual revenue.
- Worked with brands like **Best Buy**, **Lowes**, **Big Lots**, **Overstock**, and **Wayfair** to set up Progressive Leasing as a payment option on their e-commerce websites.

### FamilySearch

*Product Designer (May 2018 - Mar 2019)*

- Performed contextual research & collaborated with stakeholders to make changes in marketing experiences seen by over **133M** people.
- Participated in design efforts on a localized Chinese experience to increase brand affinity to FamilySearch and performed contextual inquiry of Chinese genealogy practices. This led to designing a dedicated family tree product for Chinese cultural workflows.

### CadenD Interactive

*Freelance Product Designer (Jan 2017 - Feb 2019)*

- Worked with **Cotopaxi** and diagnosed a customer experience problem in their Questival event app by identifying spikes in customer support questions days before Cotopaxi's events. In response to this we designed an onboarding experience that decreased customer support questions for the Questival app by **60%**.
- Increased readership of a digital publication by **500%** by designing experience campaigns seen by 54 thousand people, resulting in **300%** growth in digital ad sales.
- Worked with the **Loveland Living Planet Aquarium** on a digital Aquarium exhibit.

## Education

### Utah Valley University

*BS (Cum Laude) - Digital Product Design (Aug 2016 - May 2019)*

- Take away: Don't skimp on the discovery process, do not design until you have defined the actual problem. Look for leverage points to insert your design expertise. Product strategy isn't wireframes, learn the business and push to understand the constraints.
- Define the actual problem before designing. (Am I seeing a pattern here?)
- UX isn't just "screen design". You can use design thinking to deliver value through a variety of mediums.

## Podcast

### The Way of Product Design

*Product Design Journalist (Jul 2018 - Pres)*

- Interviewed the J.B. Chaykowsky, **Head of Design for Intuit Europe** on Design Leadership.
- Interviewed the James Helms, **VP of Design for Intuit** on coaching other designers and being a multiplier.
- Interviewed Jonathan Shariat, Designer at **Google** and co-author of **Tragic Design**.
- Interviewed Joey Isaacson, Senior Designer at **Uber Freight** on what is missing in new product designers.
- Joe Natoli, author of **Think First**, and founder of **Give Good UX** about effective UX process.
- Interviewed Jonathan Shariat, Designer at **Google** and co-author of **Tragic Design**.

## Learning

### Shift Nudge UI Design Course/Coaching by MDS (Private Beta)

- Invested in the coaching services of renowned designer Matt D. Smith to help me get to the next level in my UI design skills.

### Chris Voss Masterclass on Negotiation

- Learned about the best ways to craft deals and collaborate so that all stakeholders win. It has helped me help my coworkers win more and push through critical projects.

### Mapping to Learn - By Next Level UX

- Drew Bridewell gave me access to his systems mapping course after being interviewed on my podcast. Great primer on systems thinking.

### Frank Gehry Masterclass on Design and Architecture

- Learned about how to define constraints and take abstract ideas to well-thought-out specifications for engineering.

### "Against the Odds" by James Dyson

- The autobiography of James Dyson on his philosophy of business and product design.