

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 (last year we approved 2,912,066 applications) and increased funnel conversions by **3.9%**, with the average conversion being worth \$942.52 projects us to net **\$70M** in additional invoice.
- Diagnosed that the interaction model used in our applications was causing a mandatory 47% exit rate. Refactored the design of the experience to eliminate that drop off completely **0%**. Giving back to the funnel **47%** of prospects valued at roughly **\$800M**.
- 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.
- Led efforts to design a rigorous research methodology to increase comprehension of Progressive Leasing's core value proposition. This was done through rapid iteration, assuring statistically relevant qualitative sample sizes, leveraging tools like SUS and Weighted Comprehension Quizzes, and rigorous pattern recognition across 260 total test participants. This resulted in a **34%** lift in value proposition comprehension from 58% of participants in the first iteration to 92% of participants in the final iteration.

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.

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 Ben Peck, **Cofounder of Product Hive** and **Director of Design at Seismic** on sharing work.
- Interviewed Margaret Urban and Michael Greenberg, Conversation Designers at **Google** on Conversation Design.
- Interviewed Joey Isaacson, Senior Designer at **Uber Freight** on what is missing in new product designers.
- Interviewed designers and design managers on products like **TiVo, Thinkpad,** and **Divvy** to deconstruct the creation of high impact products.

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.

Neil deGrasse Tyson Masterclass on Scientific Thinking and Communication

- Learned how to apply scientific rigor to my research process and how to communicate insights into actionable strategy.

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.