

Caden Damiano

Experience

Homie

Senior Product Designer (Feb 2020 - Present)

- Designed and trained ops partners to implement an offer upload tool that automates the uploading of offers to Homie's platform which **saves our listing agents 1 day of work a week**. Find it here: platform.homie.com/buying/submit-offer
- Designed and implemented an offer compare tool that allows Homie sellers to compare offers side by side as they are uploaded which **saves our listing agents between 1-3 hours of work per listing with 2+ offers**.
- Leading the design of "zero to one" products for Homies transaction squad, which covers starting an offer to closing on a home. Workflows I'm designing for have to do with the coordination of clients, their agents, mortgage broker, & title to complete the transaction.
- Leading development of a "smart recommendations" feature which will use data models to provide recommendations for which contract contingencies a buyer can enter to make a stronger offer. We are **aiming to save agents 20-40 minutes of work per client** when this is implemented.

Progressive Leasing

Product Designer (Mar 2019 - Feb 2020)

- 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.

FamilySearch

Product Designer (May 2018 - Mar 2019)

- Designed a localized landing page for Familysearch with a surname facts experience. See here: <https://www.familysearch.org/zh/>

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%**.

Education

Utah Valley University

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

Podcast

The Way of Product Design

Podcast Host (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, Design Manager at **Coinbase** on what is missing in new product designers.
- Joe Natoli, author of **Think First**, and founder of **Give Good UX** about effective UX process.

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.