

# Conrad Fulbrook

## Product & UX/UI Designer

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Hey there! I'm a Product and UX/UI designer with 10+ years' experience driving impactful results for EdTech, FinTech, healthcare, B2B, and arts & cultural clients.

## Work Experience

### Director, Product Design

Sep 2023 - Present

Freelance | Cambridge, MA

Provided consulting, design, and front-end development services for various arts and cultural institutions such as Amazon Health (health.amazon.com), UX TRIAGE, Midland Industries, ROC NATION, The Humanity Initiative, Super.com, Fidelis, PBS + UC Berkeley and others.

### Design Director

Feb 2022 - Sep 2023

Craft | Boston, MA + Remote

Led the largest retainer at Craft design studio, comprising a team of 6 designers, researchers, and project managers, to bootstrap Keller Williams' new mortgage business with an innovative digital strategy to optimize financial outcomes for homebuyers.

- Introduced an innovative mortgage presence for America's leading realty company
- Successfully launched within a year from inception
- Sold platform to Mutual of Omaha Mortgage when KW exited the mortgage business

### Director of Product Design

Jul 2020 - Jan 2022

Mainstay | Remote

Mainstay is a SaaS engagement platform that utilizes behavioral science and conversational AI to support learners through personalized, proactive/reactive messaging at scale. I led a cross-functional team at this Ed-tech startup, with the overall goal of addressing Higher-Ed inequity for underserved groups.

- Assembled and led a product design team, mentoring junior and senior designers.
- Implemented a design-thinking discovery process that established a highly collaborative and outcomes-focused environment within a cross-functional team.
- Reshaped Product team around Agile and Lean process.
- Facilitated workshops with stakeholders to develop product design principles and alignment personas in order to bring a clear and consistent UX strategy to the product design process.

- Created structures, processes and tooling for project management.
- Implemented regular usability testing and iterative workflows.
- Conducted user research, including surveys and regular qualitative user interviews, to reduce risk and ensure we're solving the right problems with the right solutions.
- Spearheaded user research and design of chatbot persona and content generation features within a generative AI framework, leveraging research insights to focus strategy and optimize user satisfaction. Championed responsible AI application by prioritizing ethical considerations in design decisions.
- Oversaw creation of experience principles, design systems and a component library.
- Collaborative UX development for complex SaaS from sketch to QA, contributing to a 100% stop in engineering staff turnover.
- Ran workshops and Design Thinking exercises to help determine strategic roadmaps.
- Created and prioritized product features from our roadmap based on customer needs, business goals, and technical feasibility.
- Married user-insight and business goals to drive product-led growth.

### **Senior Product Designer**

Aug 2018 - Jul 2020

Mad\*Pow | Boston, MA

Now Born XDS, Mad\*Pow is a leading Boston MA studio, which specialized in design for behavior change, primarily in health and fintech. I led projects for clients such as Liberty Mutual, Aetna, BCBS, Ford, TD Bank, John Hancock, and Electrolux.

- Spearheaded product discovery and MVP development for a unique insurance sub-brand at Liberty Mutual, achieving a remarkable 100% conversion rate in a saturated market.
- Developed innovative mobile app prototypes for Aetna, CVS, BCBS, etc., leading to a \$1M new account win.
- Led a team at TD Bank to redesign their online bill-pay platform with a Lean UX process, incorporating intuitive gamification.

### **Senior Product Designer**

Jan 2018 - Jun 2018

Fidelity Investments | Boston, MA

- Developed 'Cocoon', a robo-advisor tool at Fidelity Labs to optimize retirees' savings drawdown through innovative tax algorithms.
- Utilized Design Thinking and empathy-driven approach for qualitative and quantitative research, user interviews, rapid prototyping, and strategy alignment.
- Achieved increased efficiency in retirement savings management and user satisfaction through user-centric design and cutting-edge technology.

### **VP of Product Design**

Sep 2016 - Nov 2017

Mobi | Cambridge, MA

- Designed a unique proof of concept app showcasing multi-modal routing technology for urban mobility.

- Explored various applications and verticals for the startup grown out of MIT and acquired by GM.
- Utilized skills in design, innovation, and technology to drive product development.
- Collaborated with cross-functional teams to bring creative solutions to life.

### **Lead Product Designer**

Oct 2015 - Sep 2016

MIT | Cambridge, MA

Led the design of MIT Student Dashboard online app, consolidating diverse campus data into a user-friendly interface, resulting in a 88% decrease in student support requests.

### **Lead Graphic Designer**

Feb 2012 - Jul 2012

Milbank | NYC

- Led global rebrand and style guides for Milbank, Tweed, Hadley & McCloy LLP.
- Managed in-house design team for print and event materials for 150th anniversary celebration.
- Developed creative concepts and executed designs to align with firm's prestigious image.

### **Senior Graphic Designer**

Jun 2010 - Jul 2011

Uffindell | London, UK

Co-managed global rebranding of the Royal Bank of Scotland at a London design agency.

## **Volunteer**

### **BFA Design Guest Critic**

May 2024 - May 2024

Lesley College of Art and Design

### **Guest Lecturer and Critic**

Sep 2016 - May 2020

RISD

## **Core Skills**

Product Design for Web and SaaS, User testing, Design Thinking, Lean, Agile, Information Architecture, Product Management, Project Management, Web design and development, Tailwind CSS, Sass, GSAP, Statamic, Git, HTML, Webflow, User research, Figma, Prototyping, UX/UI, User Experience, Conceptual Development, Business Needs, User Experience Design, Operational Excellence, Customer Experience, Deliver Results, Managing People, Managing Employees, Qualitative Data, User Interface Design, Communication, Communicate, Influence, Demonstration, Thoughtful, Inspiring People, Interpersonal Skills, Presentation, Strategic Thinker, Visionary, Judgment, Engagement, Leading Teams, Managing A Team, Motivating, Organizational, Tactical, Solve Problems, Shared Understanding, Analytical Skills, Practical, Flexibility, Consistency, Identify Opportunities, Interaction Design, Optimal Design, JavaScript, Adobe Suite, Ability To Articulate, Eye For Detail, Presentation Skills, Project Leadership, Analysis

## Education

**Rhode Island School of Design**

**MFA** | Graphic Design

Sep 2012 - May 2015

**Columbia University**

**NA** | Creative Writing

Sep 2006 - May 2007

**University of Cambridge**

**Bachelor of Arts** | English Literature

Sep 2003 - May 2006

## Languages

German (Spoken)

## Interests

Photography, Music, Writing, Front-End Development, History