

# Conrad Fulbrook

strategically-aligned,  
experience-centered,  
empathy-driven  
design for change

## Portfolio

conradfulbrookdesign.com

## Email

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## Education

- The Rhode Island School of Design  
MFA Graphic Design, 2012–2015
- Columbia University  
Creative Writing, 2006–2007
- Cambridge University (UK)  
BA + MA in English Literature, 2003–2006  
Upper Second Class Honors  
First in Creative Writing

## Skills

Wide ‘generalist’ skillset, including:

- Product Design
- Design Thinking, Lean, Agile
- UX/UI
- Information Architecture
- Prototyping with Figma
- User testing, research
- SaaS
- Workshop facilitation
- Project Management (Airtable)
- Team management
- Identity
- Strategy
- Full custom front-end and CMS development (html, css, sass/less, js, Bootstrap, Statamic, git, deployment, etc.)

## Teaching

- Lesley College of Art and Design  
Advanced Web Design
- The Rhode Island School of Design  
Guest Critic, Degree Project  
Web + Interaction Design Summer Courses
- MassArt CE  
Graphic Design and IA
- General Assembly  
Rapid Prototyping in Figma

## Mainstay July 2020—February 2022

Director of Product Design Mainstay is an AI-based student-support messaging platform for higher-ed, levelling the playing field at historic-scale to provide less privileged kids with equal opportunity in life.

At Mainstay I:

- hired and built the Product Design team
- reshaped the wider Product team's workflows and sprint structures around Lean UX and Agile
- created project management structures (specifically, an outcome-oriented framework for providing value and contextualizing activity and decision making at every level from macro strategic themes and initiatives to micro user stories and acceptance criteria)
- instituted a regular testing cadence and iterative workflows to validate initiatives, improve usability, and drive insight
- undertook, socialized and executed an Information Architecture revamp of entire platform, critically to aligning the platform to the sales narrative, paying off design and tech debt, reducing time to value, unlocking lower friction and more approachable workflows, empowering partner success managers to focus on driving goals rather than troubleshooting, and laying the foundation to scale to new verticals
- created experience principles which drove much of the IA and subtler aspects of the platform and became a reference for the wider company
- hired for and oversaw creation of design systems and component library, ensuring platform-wide accessibility, speed of design and engineering workflows, and a much-improved sales demo experience
- contributed as a designer on complex SaaS UX/UI, from napkin sketch through to engineering QA at every level of fidelity
- designed and ran workshops and Design Thinking exercises with multiple teams across the company to help inform strategic roadmaps and product direction
- mentored Junior and Senior Designers
- moved the team to an ‘agency model’ for more creative exchange than the ‘pod’ or ‘embedded’ model allows, and incorporated PMs and engineers into this as contributors
- defined and delivered new product directions based on user insights and business goals.

## Freelance + pro bono Ongoing

Web design (including custom CMS), identity and graphic design for small businesses and non-profits.

Clients include the Rhode Island School of Design Center for Complexity, Othering & Belonging Institute, FidelisAV, Cambridge Ellis School, Simao Paint, University College London, and others.

## Mad\*Pow August 2018 — July 2020

Senior Product and UX/UI Designer Mad\*Pow is a leading Boston MA design agency, which specializes in product-design for behavior change, primarily in healthcare and financial wellness.

I led major projects for clients such as Aetna, CVS, Blue Cross Blue Shield, TD Bank, Ford, Liberty Mutual, John Hancock, Electrolux, and others. Roles covered the gamut of design for such projects: leading client workshops, Lean UX, rapid prototyping with tools like Figma, iterative testing, deep collaboration with engineering, visual design, creation of visual systems and component libraries, and developer handoff.

## Fidelity Labs January 2018 — June 2018

Senior Product Designer Created a ‘robo-advisor’ tool to help retirees more efficiently draw down on their savings, democratizing sophisticated financial strategies previously available only to the rich.

I was design lead in a small team, applying Design Thinking, in-person user interviews and testing, rapid prototyping and iteration, and helping align strategy, product, business, financial, legal/risk, and technological considerations.

## Mobi September 2016 — November 2017

VP of Design for Mobi A startup grown out of MIT which creates advanced digital products for urban mobility, including iOS app and B2B solutions.