

Director-level Product Designer with 10+ years delivering:

- growth-focused, data-driven strategy and leadership
- Lean/Agile product and project management in cross-functional teams
- robust research and testing to drive insight and validate direction
- innovative ideation, wire-framing, prototyping, and refined visual design

SELECT EXPERIENCE

CRAFT Design Director | Boston MA, Remote | Feb 2022 — Sep 2023

Craft is a small product design studio based in Philadelphia and Boston. I was brought in to lead their largest retainer: helping Keller Williams bootstrap a new Mortgage business by delivering an innovative and disruptive digital strategy, grounded in helping homebuyers achieve more optimal financial outcomes. After a very successful launch, KW's broader company strategy shifted and they subsequently exited the mortgage business entirely in response to external conditions. Fortunately they were able to sell my team's work to another company, where it lives on intact with a new name.

MAINSTAY Director of Product Design | Remote | Jul 2020 — Jan 2022

Mainstay is an Ed-tech behavioral change AI startup, focused on combating inequity of opportunity and outcome in higher-ed for historically underserved groups, such as first-gen college students, or those from single-parent families. I built and led a team of Senior Designers to evolve a complex B2B SaaS product, and orchestrated a cross-functional effort to rearchitect and rebrand the core product, resulting in increased sales, functionality and adoption of more advanced workflows.

- hired and built Product Design team, and mentored Junior and Senior Designers
- reshaped Product team around Agile and Lean process
- created structures, processes and tooling for project management
- instituted regular user testing cadence and iterative workflows
- hired for and oversaw creation of experience principles, design systems and a component library
- complex and collaborative SaaS UX/UI, from sketch thru engineering QA at every level of fidelity
- ran workshops and Design Thinking exercises to help determine strategic roadmaps
- defined and delivered new product directions based on user insights and business goals.

MAD*POW Senior Product Designer | Boston | Aug 2018 — Jul 2020

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

- For Liberty Mutual, I led a team to bootstrap an all-new insurance sub-brand aimed at millennials, differentiated in a crowded and commoditized market at the product design level.
- For Aetna, CVS, BCBS, and others, I worked with senior stakeholders to rapidly concept and evaluate innovative new product offerings in the health space, allowing them to then 'sell' these concepts internally.
- For TD Bank, I led a team to reimagine their online bill-pay platform, basing the redesign in principles of intuitive gamification, and validating each step via a Lean UX process

My role typically included: leading collaborative client workshops to establish vision, strategy and buy-in; designing and leading Lean UX and Agile delivery methods; wireframes and rapid prototyping; research and iterative testing; deep collaboration with developers and continuous handoff; and refined visual design.

FIDELITY INVESTMENTS Senior Product Designer | Boston | Jan 2018 — Jun 2018

Fidelity Labs was an incubator within Fidelity, where I created a 'robo-advisor' tool to help retirees more efficiently draw down on savings through cutting-edge tax algorithms. Approach comprised Design Thinking, qualitative and quantitative research, in-person user interviews and testing with aging retirees, rapid prototyping and iteration, and alignment of strategy, product, business, financial, legal/risk, and technological constraints.

MOBI VP of Product Design | Cambridge MA, Remote | Sep 2016 — Nov 2017

A startup grown out of MIT. I designed a unique proof of concept app showcasing their multi-modal routing technology for urban mobility, and explored other applications and verticals.

MIT Product Designer | Cambridge MA | Oct 2015 — Sep 2016

Design/product lead for the MIT Student Dashboard online app, integrating complex campus data from multiple sources into a streamlined, intuitive and approachable experience.

 **Conrad Fulbrook (he/him/his)**
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 Based in Cambridge, MA

EDUCATION

Rhode Island School of Design

MFA, Graphic Design
2012—2015

Columbia University

Creative Writing
2006—2007

University of Cambridge (UK)

BA + MA in English Literature,
Upper Second Class Honors;
First in Creative Writing
2003—2006

TEACHING

Lesley College of Art and Design

Advanced Web Design
2015—2020

RISD

Guest Lecturer and Critic
2016—2020

RISD

Radical Web + UXD
2016—2018

MassArt

Graphic Design, Information Architecture
2015—2016

FREELANCE

Consulting, design and development for a range of non-profits, arts & cultural institutions, e.g.:

The Humanity Initiative Philanthropic Website

PBS/UC Berkeley Documentary Website

Fidelis AV & Distribution Music Gear Websites

Cambridge-Ellis School Preschool Website

SKILLS

- Product Design for Web and SaaS
- User testing, research methodologies
- Design Thinking, Lean, Agile
- UX/UI & Rapid Prototyping with Figma
- Information Architecture
- Product Management (strategy, roadmapping)
- Project Management
- Web design and development (HTML, Tailwind CSS, Sass, GSAP, JS, Statamic, Git, Webflow)