

## PROFILE


## Senior Product &amp; UX/UI Designer with 10+ years delivering:

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

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 Based in Cambridge, MA

## EDUCATION

**Rhode Island School of Design (RISD)**  
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**  
BFA Design Guest Critic  
May 2024

**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

## 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
- Project Management
- Web design and development (HTML, Tailwind CSS, Sass, GSAP, JS, Statamic, Git, Webflow)

## EXPERIENCE

**Freelance** | Cambridge MA + Remote  
**Website, App and Product Design**  
Sep 2023 — Present

Consulting, design and development for a range of arts & cultural institutions, including:

ROC NATION	PBS/UC Berkeley	Lesley College of Art & Design
The Humanity Initiative	Fidelis AV & Distribution	KraftWorks NYC
ArgentPur	Cambridge-Ellis School	

**Craft** | Boston MA + Remote  
**Design Director**  
Feb 2022 — Sep 2023

Craft is a 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. Through an agile process, we explored and delivered a unique and highly effective offering. Keller Williams subsequently exited the mortgage industry in response to broader strategic shifts, but our work was bought by another company and lives on under a new name.

**Mainstay** | Remote  
**Director of Product Design**  
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
- oversaw creation of experience principles, design systems and a component library
- complex and collaborative SaaS UX/UI, from initial sketch thru engineering QA
- ran workshops and Design Thinking exercises to help determine strategic roadmaps
- married user-insight and business goals to drive product-led growth.

**Mad\*Pow** | Boston MA  
**Senior Product Designer**  
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, and Electrolux.

- For Liberty Mutual, I led a team to bootstrap an all-new insurance sub-brand aimed at millennials, differentiated in a commoditized market at the product design level.
- For Aetna, CVS, BCBS, and others, I created mobile app prototypes to 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, using 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.

## PREVIOUS EXPERIENCE

**Fidelity Investments** Boston MA | Senior Product Designer | Jan 2018 — Jun 2018

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

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

**RISD** Providence RI | MFA Graphic Design | Sep 2012 — May 2015

**Milbank** NYC | Lead Graphic Designer | Feb 2012 — July 2012

**Uffindell** London UK | Senior Graphic Designer | Jun 2010 — July 2011