Conrad Fulbrook

cfulbroo@alumni.risd.edu

(+1) 857 654 3985

conradfulbrookdesign.com

EDUCATION

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

Product Design
Graphic Design
UX/UI
Information Architecture
SaaS
Team management
Design Thinking, Lean, Agile
Project Management
Protyping with Figma
User testing, research
Web development
(html, css, js, php, statamic, git, etc.)

TEACHING

Advanced Web Design
Lesley College of Art and Design

Guest Lecturer and Critic
RISD

Web + Interaction Design
RISD

Graphic Design and IA
MassArt CE

SELECT EXPERIENCE

Craft February 2022—Present
Design Director at Craft, a product design studio based in Philidelphia and Boston. I currently lead major projects for clients such as Keller Williams (mortgage and realty) and ADT (home security, internet-of-things), managing teams of Senior Designers, liasing with lead client stakeholders, and working between research, tech, and design teams at both strategic and hands-on levels.

Mainstay July 2020—January 2022
Director of Product Design at ed-tech behavioral change AI startup. Hired and built Product Design team. Reshaped Product team around Agile and Lean process. Created structures for project management. Instituted regular user testing cadence and iterative workflows. Information Architecture revamp of entire platform taking sales, engineering, end-user, and many other perspectives into account. Created experience principles. Hired for and oversaw creation of design systems and component library. Complex SaaS UX/UI, from napkin sketch through to engineering QA at every level of fidelity. Workshops and Design Thinking exercises to help determine strategic roadmaps. Mentored Junior and Senior Designers, and moved team to an 'agency model' for more creative exchange than the 'pod' or 'embedded' model allows, and incorporated PMs and engineers into this. Defined and delivered new product directions based on user insights and business goals.

Mad*Pow August 2018—Present
Senior Product and UX/UI Designer at this leading Boston MA studio, which specializes in design for behavior change, primarily in health and financial wellness. 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 using tools such as Figma, iterative testing, deep collaboration with development/tech, refined visual design, creation of visual systems and component libraries, and developer handoff.

Fidelity Labs January 2018—June 2018
Product Designer for an incubator creating a 'robo-advisor' tool to help retirees more efficiently draw down on their savings through the use of cutting-edge tax algorithms. Design Thinking and empathy-driven approach encompassing qualitative and quantitative research, in-person user interviews and testing, rapid prototyping and iteration, and the alignment of 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 and based in Cambridge which creates advanced digital products for urban mobility, including iOS app and B2B solutions.

MIT October 2015—September 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.