Conrad Fulbrook

I'm a Product Design Director with over 10 years' experience delivering innovative strategy and UXD.

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Cambridge, MA

Experience

DIRECTOR OF PRODUCT DESIGN
FEB 2022 – SEP 2023
Craft — Cambridge MA, Remote
Craft is a product design studio based in Philadelphia and Boston. I led a large retainer project with Keller Mortgage as client, delivering an innovative and disruptive digital strategy grounded in helping homebuyers achieve more optimal financial outcomes. Our strategy and UX work was ultimately purchased by another company, and lives on under a new name, while paving the way for an expansion of the retainer to the entire Keller Williams consumer experience.

SENIOR CONSULTANT
OCT 2021 – PRESENT
proSapient — Remote
Freelance consulting work on topics surrounding EdTech.

DIRECTOR OF PRODUCT DESIGN
JUL 2020 – JAN 2022
Mainstay — Remote
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.

SENIOR PRODUCT DESIGNER
AUG 2018 – JUL 2020
Mad*Pow — Boston
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.

PRODUCT DESIGNER
JAN 2018 – JUN 2018
Fidelity Labs — Boston
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.

VP OF PRODUCT DESIGN
SEP 2016 – NOV 2017
Mobi — Cambridge MA, Remote
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.

PRODUCT DESIGNER
OCT 2015 – SEP 2016
MIT — Cambridge MA
Design/product lead for the MIT Student Dashboard online app, integrating complex campus data from multiple sources into a streamlined, intuitive and approachable experience.

Skills

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

Education

2012—2015
MFA, Graphic Design
Rhode Island School of Design

2006—2007
Creative Writing
Columbia University

2003—2006
BA + MA in English Literature,
Upper Second Class Honors;
First in Creative Writing
University of Cambridge (UK)

Teaching

2015—2020
Advanced Web Design
Lesley College of Art and Design

2016—2020
Guest Lecturer and Critic
RISD

2016—2018
Radical Web + UXD
RISD

2015—2016
Graphic Design, Information Architecture
MassArt