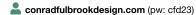# Conrad Fulbrook

I'm a Senior Product Designer with over 15 years' experience delivering innovative strategy and UXD.

✉ cfulbroo@alumni.risd.edu

📞 +1 (857) 654 3985

👤 **conradfulbrookdesign.com** (pw: cfd23)

📍 Cambridge, MA

Experience

DIRECTOR OF PRODUCT DESIGN

FEB 2022
PRESENT

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

Mainstay is an ed-tech behavioral change AI startup. As Director of the Product Design team, I
- 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
- revamped Information Architecture of entire platform taking sales, engineering, end-user, and other perspectives into account to reduce design debt and accelerate innovation
- created experience principles
- hired for and oversaw creation of design systems and component library
- complex SaaS UX/UI, from napkin-sketch through engineering QA at every level of fidelity
- ran workshops and Design Thinking exercises to help determine strategic roadmaps
- moved to an 'agency model' for more frequent and creative exchange between product, design and engineering than the 'pod' or 'embedded' model allows
- defined and delivered new product directions based on user insights and business goals.

SENIOR PRODUCT DESIGNER

AUG 2018
JUL 2020

Mad*Pow — Boston

Now Born XDS, Mad*Pow was a leading Boston MA studio, which specialized in design for behavior change, primarily in health 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 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.

LEAD PRODUCT DESIGNER

JAN 2018
JUN 2018

Fidelity Labs — Boston

Bootstrapped 'Cocoon', an incubator within Fidelity Labs creating a 'robo-advisor' tool to help retirees more efficiently draw down on their savings through 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 constraints.

VP OF PRODUCT DESIGN

SEP 2016
NOV 2017

Mobi — Cambridge MA, Remote

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.

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