Director-level Product Designer with 15+ 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

Conrad Fulbrook (he/him/his)
conradfulbrookdesign.com   pw: cfd23

linkedin.com/in/conrad-fulbrook-59b09999

conrad.fulbrook@gmail.com

+1 (857) 654 3985

Based in Cambridge, MA

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 spin up a new Mortgage business by delivering an innovative and disruptive digital strategy, grounded in helping homebuyers achieve more optimal financial outcomes. KW subsequently exited the mortgage business when markets changed, but were able to sell my team's work to another company, where it lives on under 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. 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
- significantly revamped the Information Architecture of the platform to reduce design and tech debt, improve usability and functionality, and accelerate innovation for future roadmaps
- 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 lead 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, rapid prototyping and iteration, and alignment of strategy, product, business, financial, legal/risk, and tech 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.

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

SKILLS

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