

Conrad Fulbrook

# Director-level Product Designer with 15+ years of experience.

- 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
- ideation, wire-framing, prototyping, and refined visual design

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📍 Cambridge, MA

## Select Recent Experience

### DESIGN DIRECTOR

**Craft** Cambridge MA, Remote | Feb 2022 — Sep 2023

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.

### DIRECTOR OF PRODUCT DESIGN

**Mainstay** Remote | Jul 2020 — Jan 2022

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

**Mad\*Pow** 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 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 collaborative client workshops to establish vision, strategy and buy-in
  - Lean UX and Agile delivery methods
  - rapid prototyping using tools such as Figma
  - iterative testing to drive insight and validate direction
  - deep collaboration with development/tech, from initial sketch to continuous handoff
  - refined visual design.

### LEAD PRODUCT DESIGNER

**Fidelity Investments** 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.

### VP OF PRODUCT DESIGN

**Mobi** 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.

### PRODUCT DESIGNER

**MIT** 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

## 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.)

## 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