

PROFILE


Senior Product & UX/UI Designer with 10+ years delivering:

- growth-focused, data-driven strategy and leadership
- innovative ideation, wire-framing, prototyping, and refined visual design
- Lean/Agile product and project management in cross-functional teams
- robust research and testing to drive insight and validate direction.

 conradfulbrookdesign.com

 [linkedin.com/in/conrad-fulbrook](https://www.linkedin.com/in/conrad-fulbrook)

 conrad.fulbrook@gmail.com

 857 654 3985

 Based in Cambridge, MA

EDUCATION

Rhode Island School of Design (RISD)

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

BFA Design Guest Critic

May 2024

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

EXPERIENCE

Freelance | Cambridge MA + Remote

Website, App and Product Design

Sep 2023 — Present

Consulting, design and development for a range of arts & cultural institutions, including:

ROC NATION

The Humanity Initiative

Super.com

PBS/UC Berkeley

ArgentPur

Fidelis AV & Distribution

Lesley College of Art & Design

Cambridge-Ellis School

KraftworksNYC

Craft | Boston MA + Remote

Design Director

Feb 2022 — Sep 2023

Craft is a product design studio based in Philadelphia and Boston. I was hired to lead their largest retainer: helping Keller Williams bootstrap a new Mortgage business by delivering an innovative and disruptive digital strategy, grounded in helping homebuyers achieve more optimal financial outcomes. Through an agile process, we explored and delivered a unique and highly effective offering. Keller Williams subsequently exited the mortgage industry in response to broader strategic shifts, but our work was bought by another company and lives on under a new name.

Mainstay | Remote

Director of Product Design

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. I built and led a team of Senior Designers to evolve a complex B2B SaaS product, and orchestrated a cross-functional effort to rearchitect and rebrand the core product, resulting in increased sales, functionality and adoption of more advanced workflows.

- 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
- oversaw creation of experience principles, design systems and a component library
- complex and collaborative SaaS UX/UI, from initial sketch thru engineering QA
- ran workshops and Design Thinking exercises to help determine strategic roadmaps
- married user-insight and business goals to drive product-led growth.

Mad*Pow | Boston MA

Senior Product Designer

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, and Electrolux.

- For Liberty Mutual, I led a team to bootstrap an all-new insurance sub-brand aimed at millennials, differentiated in a commoditized market at the product design level.
- For Aetna, CVS, BCBS, and others, I created mobile app prototypes to evaluate innovative new product offerings in the health space, allowing them to then 'sell' these concepts internally.
- For TD Bank, I led a team to reimagine their online bill-pay platform, using 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.

PREVIOUS EXPERIENCE

Fidelity Investments Boston MA | Senior Product Designer | Jan 2018 — Jun 2018

Mobi Cambridge MA, Remote | VP of Product Design | Sep 2016 — Nov 2017

MIT Cambridge MA | Lead Product Designer | Oct 2015 — Sep 2016

RISD Providence RI | MFA Graphic Design | Sep 2012 — May 2015

Milbank NYC | Lead Graphic Designer | Feb 2012 — July 2012

Uffindell London UK | Senior Graphic Designer | Jun 2010 — July 2011