

# Dawn Delatte

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## thoughtbot

### Managing Director

2018 — Present

- Primarily responsible for the success of my team and business unit, both financially and professionally
- Lead a team of designers and developers through consulting challenges and career growth
- Ensure successful client relationships through project advising and team support
- Manage the P&L for my business unit and maintain profitability through sales and business development
- Grow the business and team according to company goals
- Collaborate with senior leadership and business development teams to conduct marketing campaigns and initiatives that help attract clients and projects that align with our values

### Product Consultant & Designer

2016 — Present

- Consult with clients on product strategy, business strategy, MVP road mapping, and general project planning
- Communicate directly with product stakeholders and team members to identify problems and opportunities
- Facilitate product discovery and validation exercises to ensure successful outcomes
- Conduct customer and market research, user interviews, and usability tests
- Distill findings into actionable next steps for clients and product teams
- Prototype solutions to be validated and implemented for product and feature launches
- Ultimately, design solutions that are meaningful to users and positively impact products and businesses

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## Spiceworks

### Visual Designer

2015 - 2016

- Designed advertisements for web and mobile products and platforms
- Collaborated with the marketing team on campaigns and initiatives
- Created email marketing collateral and infographics for campaigns
- Created video graphics for live-stream programming
- Created and produced print and digital products and signage for large-scale, company-wide events

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## Freelance Clients

Product, Visual, and Brand Designer  
2015 - 2016

- Created brand identities, logos, and brand guidelines for small businesses
  - Designed web applications, from wire frames to full-fidelity comps
  - Helped with design implementation on the front-end using HTML and CSS
  - Created icons, illustrations, and scenes for a mobile gaming app
  - Designed UI components library for a new product
  - Communicated and collaborated with product owners and developers to meet various design needs
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## Education

The Iron Yard  
2015

UI Design and Front-End Development

Discovery and ideation, foundational design principles, cohesive design languages, design tooling, and interface development using HTML, CSS, and some JavaScript

Belhaven University  
2006 - 2009

School of Fine Arts

Louisiana Tech University  
2005 - 2006

Studio Art & Psychology

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## Skills | Tools

- |                               |                            |               |            |
|-------------------------------|----------------------------|---------------|------------|
| • Group Facilitation          | • Business Development     | • Sigma       | • HTML     |
| • Design Sprint Methodology   | • Consultative Sales       | • Sketch      | • CSS/Sass |
| • Product Strategy            | • P&L Management           | • Photoshop   | • Git      |
| • Product Consulting          | • Team Growth & Management | • Illustrator | • Abstract |
| • Prototyping & Visual Design |                            |               |            |
| • User Interviews             |                            |               |            |
| • Usability Testing           |                            |               |            |
| • Market Research             |                            |               |            |
| • Project Management          |                            |               |            |