

# Simon Duncan

## Full-Stack Product Design

SIMONDUNCAN.CO

612 704 0593

SIMONFRASERDUNCAN@GMAIL.COM

Mission-oriented designer building AI-native developer experiences for complex infrastructure. High-velocity IC who pairs closely with engineering and sweats interaction details, shipping fast, secure, reliable products. Experienced team leader who can set direction and execute.

### SELECTED EXPERIENCE

#### **IBM (via DataStax Acquisition), Staff Product Designer**

Dec 2020 - Present • Madison, WI (Remote)

- **Promoted:** Sr Product Designer → Design Manager → Staff Product Designer
- Design lead for **Langflow** (OSS agent builder): improved onboarding, templates, and core UX; grew from **14k → 145k+ GitHub stars**.
- Led **0→1** product design for **Astra DB**; shipped end-to-end cloud vector database experiences across key workflows and platform UX; contributed to growth from **\$0 → \$70M+ ARR**.
- Built and scaled interaction patterns + design systems to improve consistency and shipping velocity across teams.
- Shipped secure connection + access flows (RBAC, credentials, onboarding, “get connected” paths) for a cloud database platform used by enterprise teams.
- Defined cloud experience success metrics with product and engineering leadership; tied UX work to measurable outcomes.
- ‘**Ellis Award**’ recipient (only Design IC) for outstanding business impact

#### **New Relic, Senior Product Designer**

2020 • Portland, OR (Remote)

- Redesigned the New Relic One admin portal, simplifying key platform administration workflows for enterprise teams.

#### **Scott Logic, Lead Product Designer**

2019 - 2020 • Edinburgh, UK

- Led FinTech engagements across retail and institutional products, partnering with engineering to ship end-to-end improvements.
- Co-led a 10-person design team, supporting hiring and mentoring; built and ran the graduate design program.

### MORE EXPERIENCE

<b>Branch, Product Designer</b>	2020	Minneapolis, MN
<b>Trek, Product Designer</b>	2018	Madison, WI
<b>Cloudability, Product Designer</b>	2017-2018	Boulder, CO
<b>IHS Markit, UX Designer</b>	2015-2017	Boulder, CO
<b>Scott Logic, UX Designer</b>	2013-2015	Edinburgh, UK
<b>Great Wolf Lodge, Content Manager</b>	2012-2013	Madison, WI

### EDUCATION

2009-2012

BA Music and Technology  
University of East Anglia  
First Class Honours

### TOOLS / WORKFLOW

Figma + Figma MCP for high-fi mocks and concepts  
Cursor / Claude Code / v0 for Agentic building

### SKILLS

Early-stage product definition; from ambiguity to shipped  
Developer tools UX; DX, onboarding, workflow design  
AI-native product design; Agent/RAG/LLM UX  
Interaction design + information architecture  
Prototyping in code  
Metrics, experimentation, and success criteria  
Cross-functional leadership; PM/Eng/Exec alignment  
High-craft UI