Simon Duncan

Full-Stack Product Design

SIMONDUNCAN.CO
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Mission-oriented designer building AI-native developer experiences. High-velocity IC who pairs closely with engineering and sweats interaction details. 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.
- 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

Role	Year	Location
Branch, Product Designer	2020	Minneapolis, MN
Trek, Product Designer	2018	Madison, WI
Cloudability, Product Designer	2017-2018	Boulder, CO
IHS Markit, UX Designer	2015-2017	Boulder, CO
Scott Logic, UX Designer	2013-2015	Edinburgh, UK
Great Wolf Lodge, Content Manager	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