



## DYLAN MCADAM

### Product Designer

I am a system-focused designer who leverages seven years of creative experience and a research background to plan and design visual solutions. In my free time, I am outdoors, globetrotting, or learning a new skill.

🌐 United States

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## EXPERIENCE

### Senior Product Designer

#### The Washington Post

- Designed and tested product page features that resulted in a \$2.5M year-one subscription increase
- Planned and launched a marketing A/B testing tool that increased experimentation speed by 90%

Sept 2021 - Present / Remote

### Product Designer

#### Govini

- As the design system lead, I led initiatives to implement design tokens, create a system documentation site, and standardize our 400+ components from scratch
- Worked on cross-functional teams to design major features for our B2G SaaS platform, such as: a simplified data search, a chart editor, and a new homepage

July 2020 - Aug 2021 / Remote

### Visual & Conversation Designer

#### Inmar Intelligence

- Shipped ecommerce chatbots for major brands such as Pepsi, Family Dollar, Budweiser, and KeVita
- Designed conversation scripts and marketing assets for a Super Bowl chatbot that engaged over 16,000 users

Jan 2020 - April 2020 / Seattle, WA

## SKILLS

User Research	Animation	Sketch	Design Systems
A/B Testing	Branding	Figma	Copywriting
Prototypes	Adobe Suite	InVision	HTML, CSS, JS

## EDUCATION

### Macalester College

Bachelor of Arts, GPA: 3.5

Major: Biology, Minors: Geography & Philosophy

2011 - 2015 / St. Paul, MN