DPM

DYLAN MCADAM

Product Designer

I am a system-focused designer who leverages six 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.

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EXPERIENCE

UI Designer

Govini

• As the design system lead, I led initiatives to implement design tokens in our codebase, document our system with a custom website, and standardize our 400+ components from scratch while migrating to Figma

• Worked on cross-functional teams consisting of product managers, front-end and back-end developers, QA engineers, and client stakeholders to design major features for our B2G SaaS platform, such as: a simplified data search, a chart editor, and a new homepage

July 2020 - Present / 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

UX/UI Designer & Visual Designer

Freelance

Consulted and designed digital products for more than 15 clients:
 • Thrive Savings (Techstars budgeting startup): delivered investment pitch decks and a waitlist landing page which collected 25,000+ signups
 • The ECMC Foundation (education non-profit): conducted user research and usability testing for a responsive website redesign

June 2016 - Dec 2019 / Remote

SKILLS

User Research	Animation	Sketch	Design Systems
Wireframes	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