DYLAN MCADAM

Product Designer

I am a product designer with a visual design and front-end coding background who specializes in growth, tools, and design systems. In my free time, I am outdoors, globetrotting, or learning a new skill.

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EXPERIENCE

Senior Product Designer

The Washington Post

• Conceptualized and tested product page user experience improvements that resulted in a $2.74M year-one subscription increase

• Planned and launched a marketing A/B testing tool that increased experimentation speed by 90%—saving $11K per campaign

September 2021 - Present / Remote

Product Designer

Govini

• Led strategic design system initiatives to implement design tokens, create a system documentation site, and standardize 400+ components

• Collaborated on cross-functional teams to design features for data analytics B2B SaaS platform: a simplified data search, a chart editor, and a new homepage

July 2020 - August 2021 / Remote

Visual & Conversation Designer

Inmar Intelligence

• Shipped ecommerce chatbots for major brands such as Pepsi, Lyft, Budweiser, Family Dollar, Snickers, and KeVita

• Designed conversation scripts and marketing assets for a Super Bowl chatbot that engaged over 16,000 users

January 2020 - April 2020 / Seattle, WA

Previous Experience   September 2014 - December 2019

SKILLS

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

EDUCATION

Macalester College

Bachelor of Arts, GPA: 3.5
Major: Biology, Minors: Geography & Philosophy

St. Paul, MN