Lance Gutin
Senior Product Designer

University of Maryland
BS, Civil Engineering
August 2005 – May 2009

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User Interface Design, Design Systems, Conceptual Design, Interaction Design, Prototyping, User Research, User Testing, Information Architecture, Figma, Miro, Sketch, Omnigraffle, Adobe Creative Suite, InVision, React, CSS Modules, Sass, CSS, HTML, Git

SUMMARY

Senior Product Designer with 13 years of experience crafting user-centered products in various environments. Adept at designing compelling mobile and web interfaces that balance user needs and business goals. Proven ability to apply design principles and methodologies and lead multidisciplinary project teams from concept through build.

EXPERIENCE

Senior Product Designer, Shopify
December 2022 – May 2023
- Led redesign of internal project review workflow, improving efficiency as measured by 66% decrease in wait times and 31% increase in response rates.
- Conducted stakeholders interviews with 14 company leaders to understand current processes and frustrations in order to inform redesign efforts.
- Partnered closely with a team of 7 engineers to refine interface interactions and verbiage and ensure broad user adoption of new features.

Senior User Experience Designer, ADP
June 2019 – Present
- Applied systems level thinking to redesign the next generation payroll product, unifying disparate task flows and minimizing user facing complexity.
- Developed and led research studies to understand user behavior, identify friction, and evaluate existing and proposed designs.

Senior Product Designer, Enigma Technologies
November 2018 – March 2019
- Led research and discovery activities to understand key workflows, identify product opportunities, and guide development.
- Designed data-centric interfaces to test product hypotheses.

Product Designer, UrbanStems
June 2017 – May 2018
- Increased conversion by refining design and execution of critical customer touchpoints including website storefront and checkout funnel.
- Promoted a culture of user-centered design by introducing lightweight user testing to validate product hypotheses and inform product strategy.
- Defined, designed, and built core React components and referenced this design system to rapidly generate design solutions.

Co-Owner, Clean Earth Goods
November 2015 – Present
- Founded eco-friendly consumer products company.
- Optimized customer experience by designing and managing company branding, product packaging, marketing campaigns, and online storefront.

User Experience Designer, Viget
April 2012 – November 2015
- Worked with dozens of startup, nonprofit, and corporate clients to translate business objectives into user-centered mobile and web interfaces.
- Created wireframes, interaction flows, and other custom deliverables to build consensus and enable timely product development.
- Conducted user research and validated designs through quantitative and qualitative testing.

- Developed interactive prototypes and contributed front-end production code to ensure high-quality, pixel-perfect build-out.

Consultant, User Experience Design, Accenture
January 2010 – April 2012
- Developed long-term enterprise-level design and content strategies for large government agencies.
- Evaluated websites against usability principles and delivered revised information architectures, prototypes, and visual designs.