

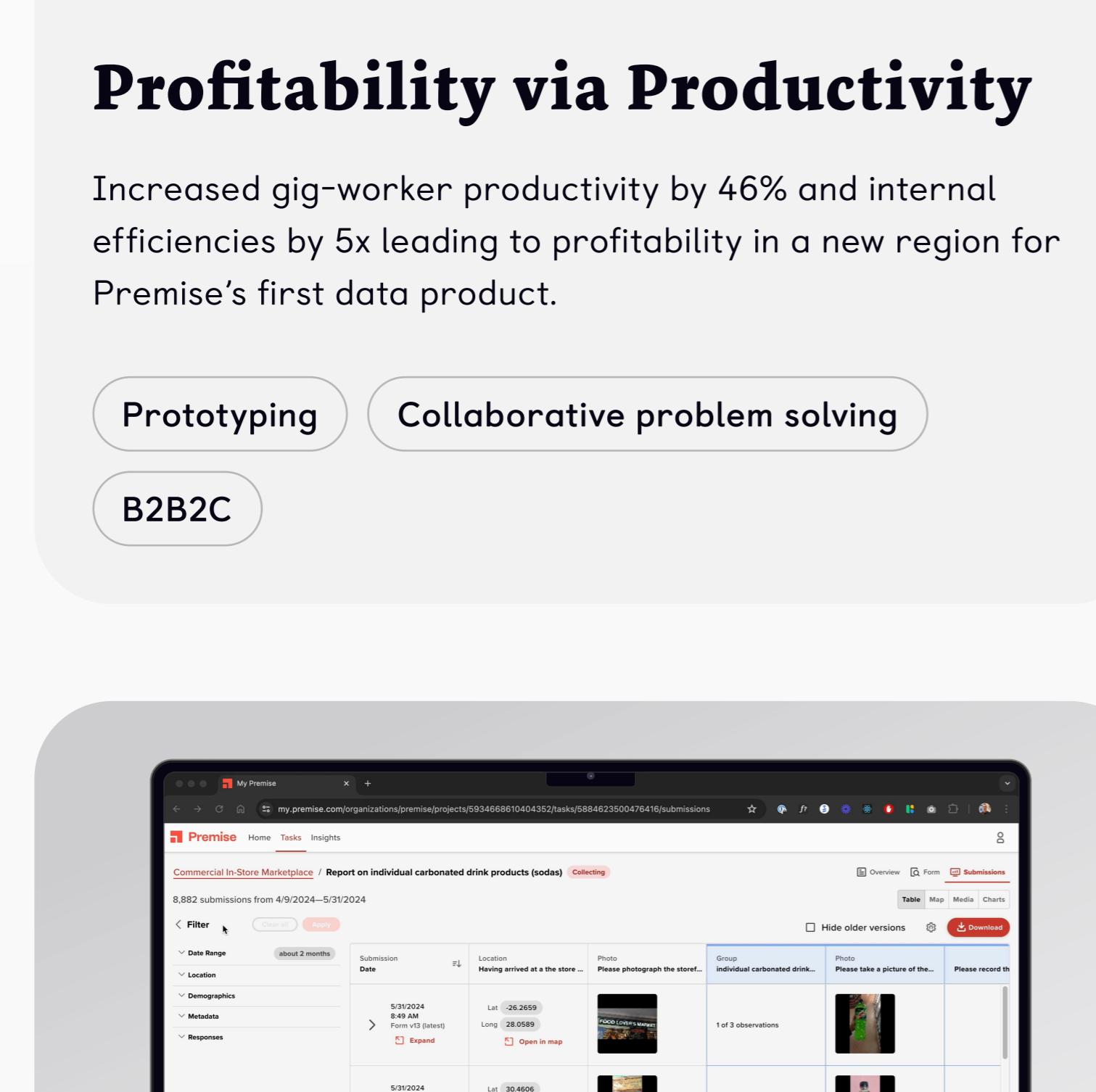
# 👋 Hi, I'm Terrence, a Staff Product Designer with 12+ years of industry experience focusing on data insights, o to 1 products, & design strategy.

Led user-centric web and mobile product development in high-growth series B/C tech startups, specializing in enterprise B2B and B2B2C. Consulted for clients such as Google, Nike, The World Bank, and National Geographic.

[Resume](#) | [LinkedIn](#)



## FEATURED CASE STUDIES

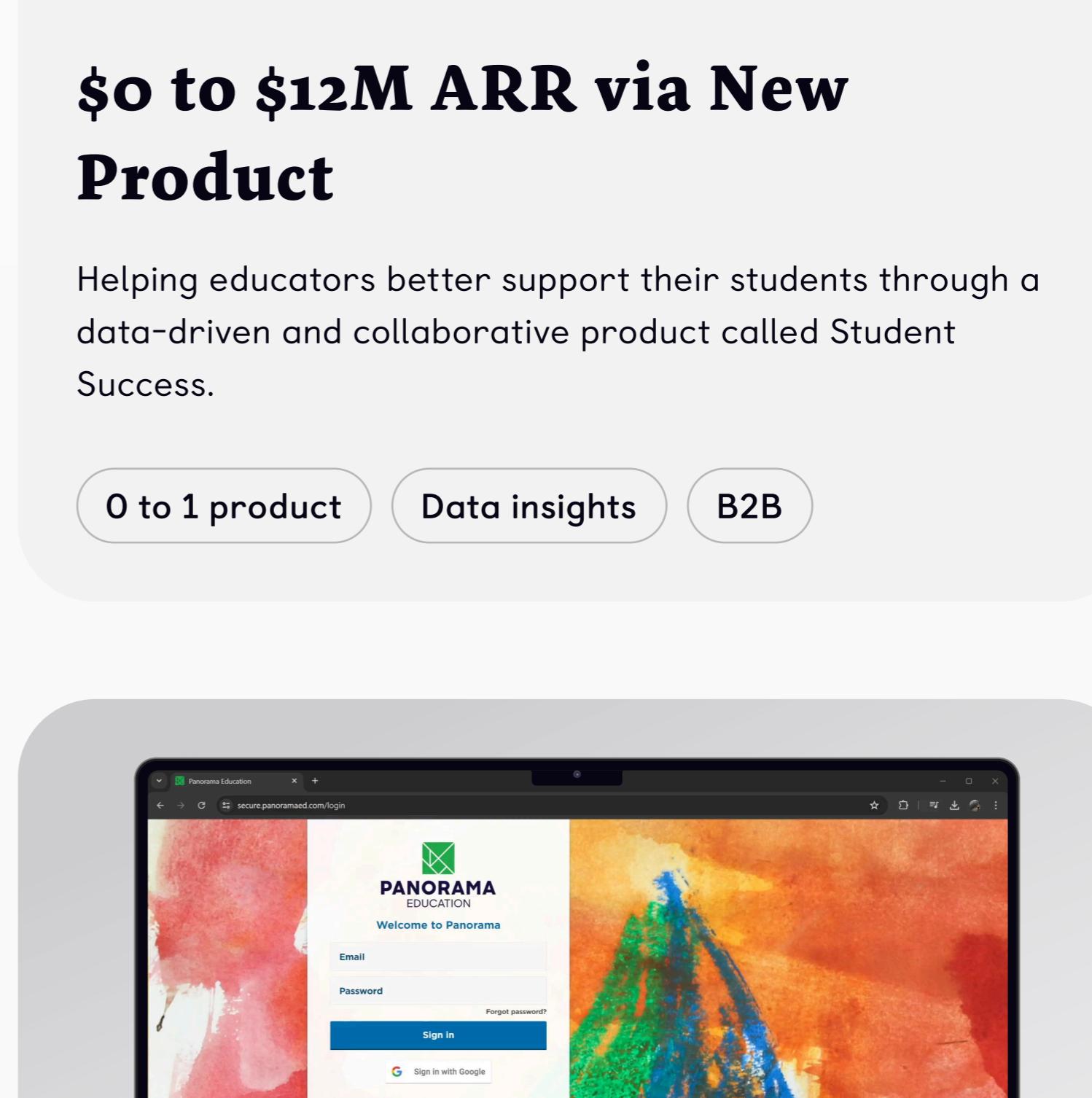


SCROLL ↓

### Profitability via Productivity

Increased gig-worker productivity by 46% and internal efficiencies by 5x leading to profitability in a new region for Premise's first data product.

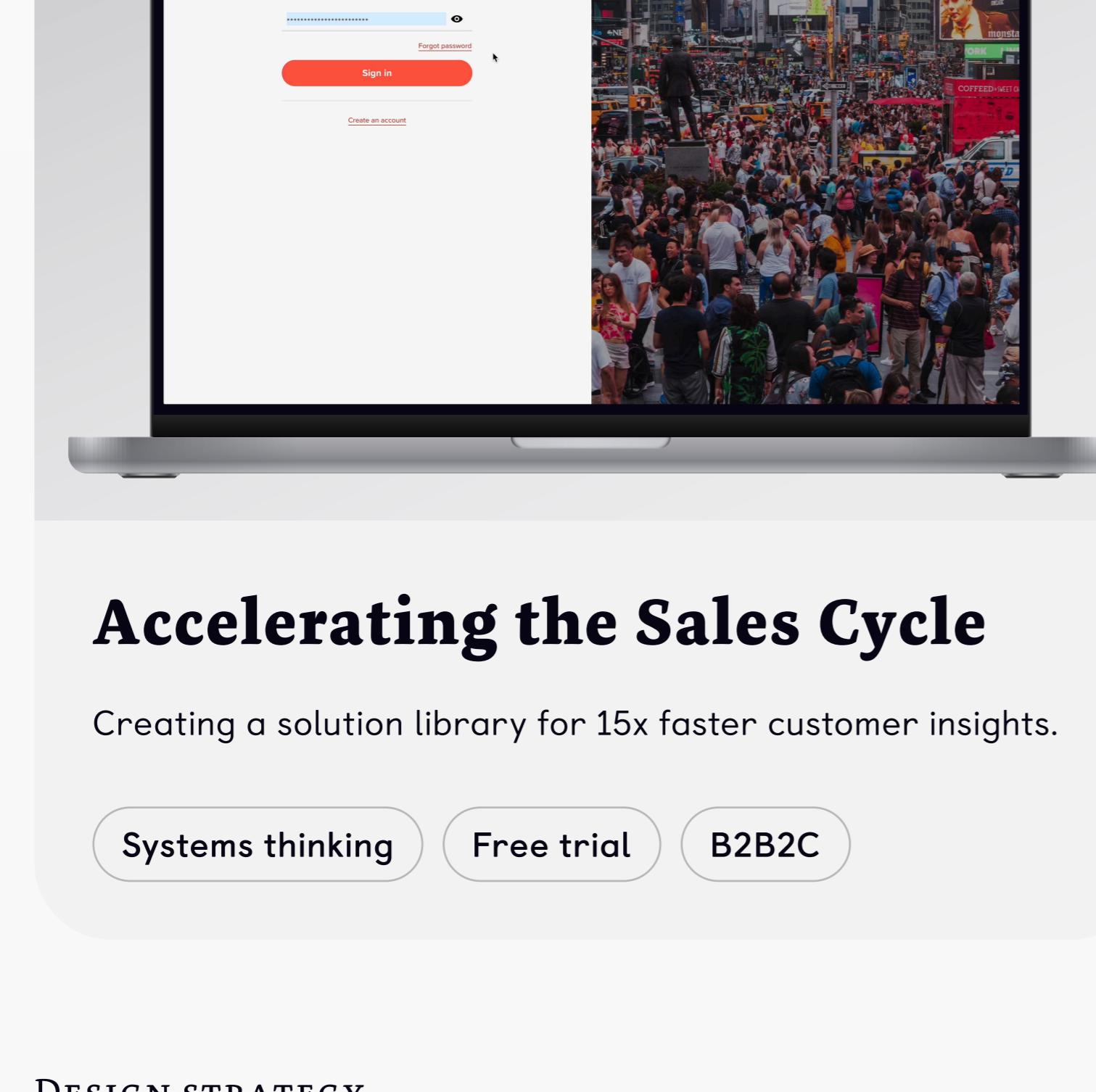
Prototyping | Collaborative problem solving  
B2B2C



### \$0 to \$12M ARR via New Product

Helping educators better support their students through a data-driven and collaborative product called Student Success.

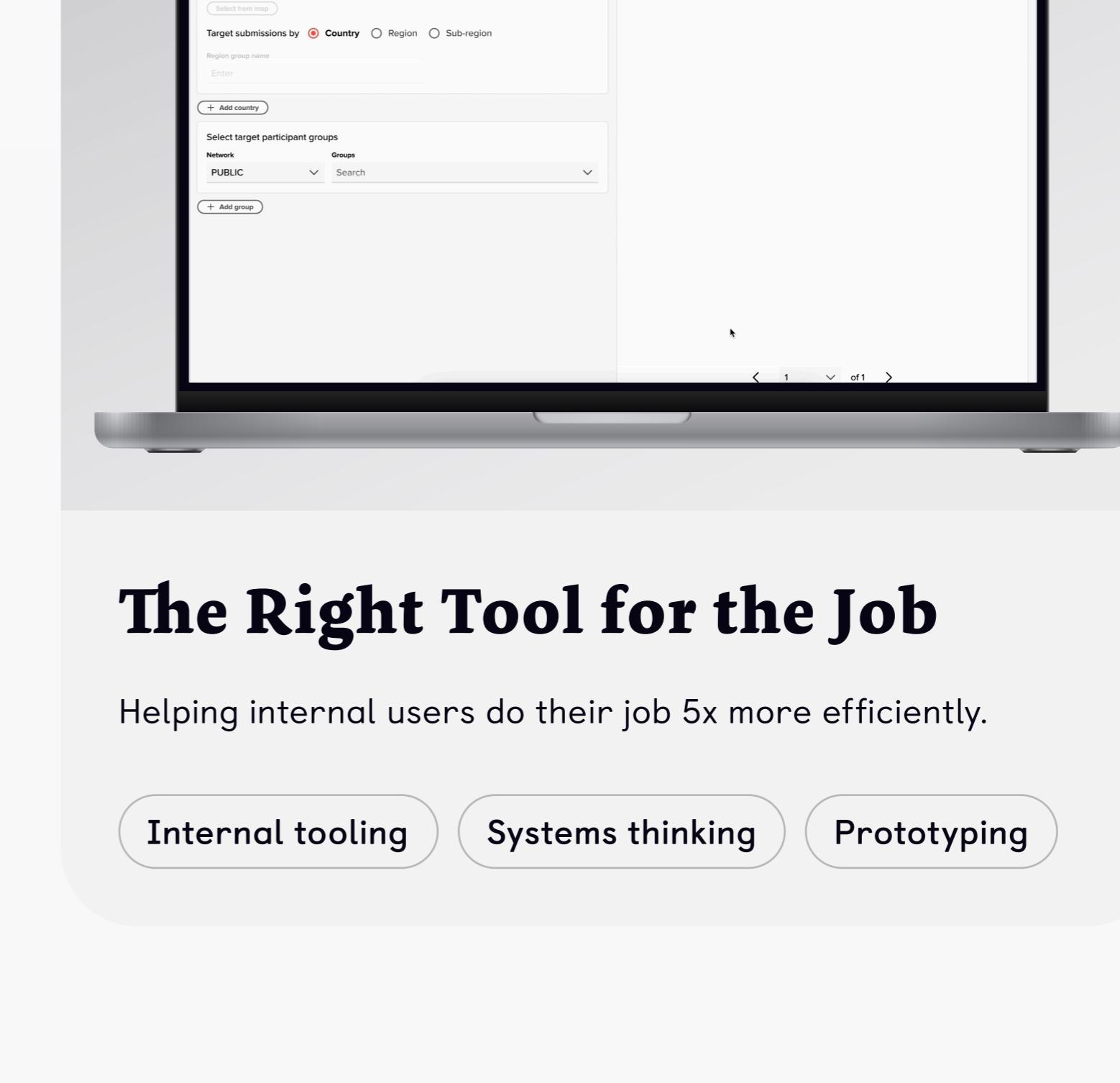
O to 1 product | Data insights | B2B



### Visualizing Success

Helping customers make sense of their survey results 4x faster by delivering a responses table.

Systems thinking | Data insights | B2B2C



### From Clicks to Clarity

Enabling educators to access their survey reports 2x as fast and interpret them more easily.

Systems thinking | Data insights | B2B | Edtech



### Accelerating the Sales Cycle

Creating a solution library for 15x faster customer insights.

Systems thinking | Free trial | B2B2C

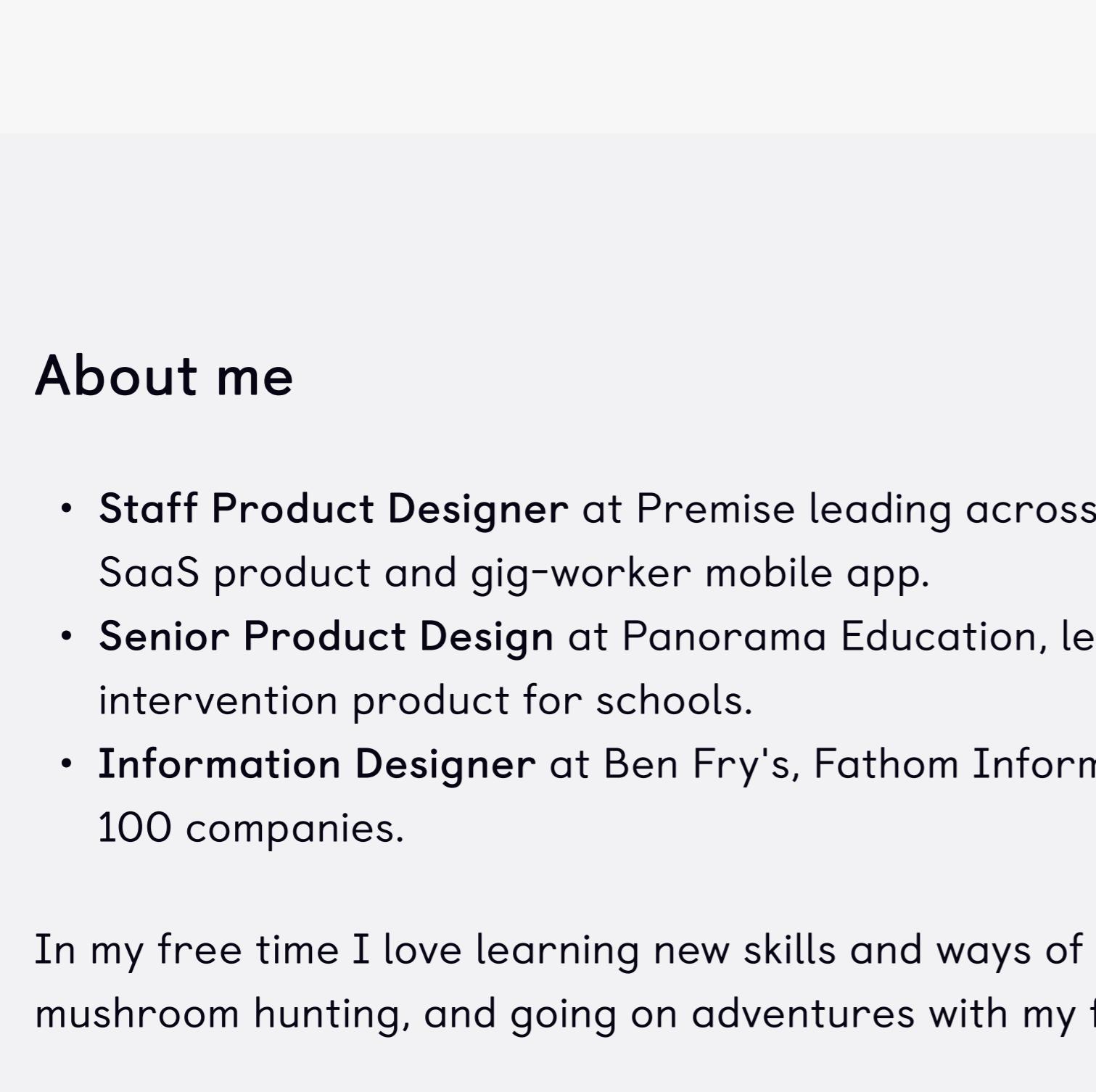


### The Right Tool for the Job

Helping internal users do their job 5x more efficiently.

Internal tooling | Systems thinking | Prototyping

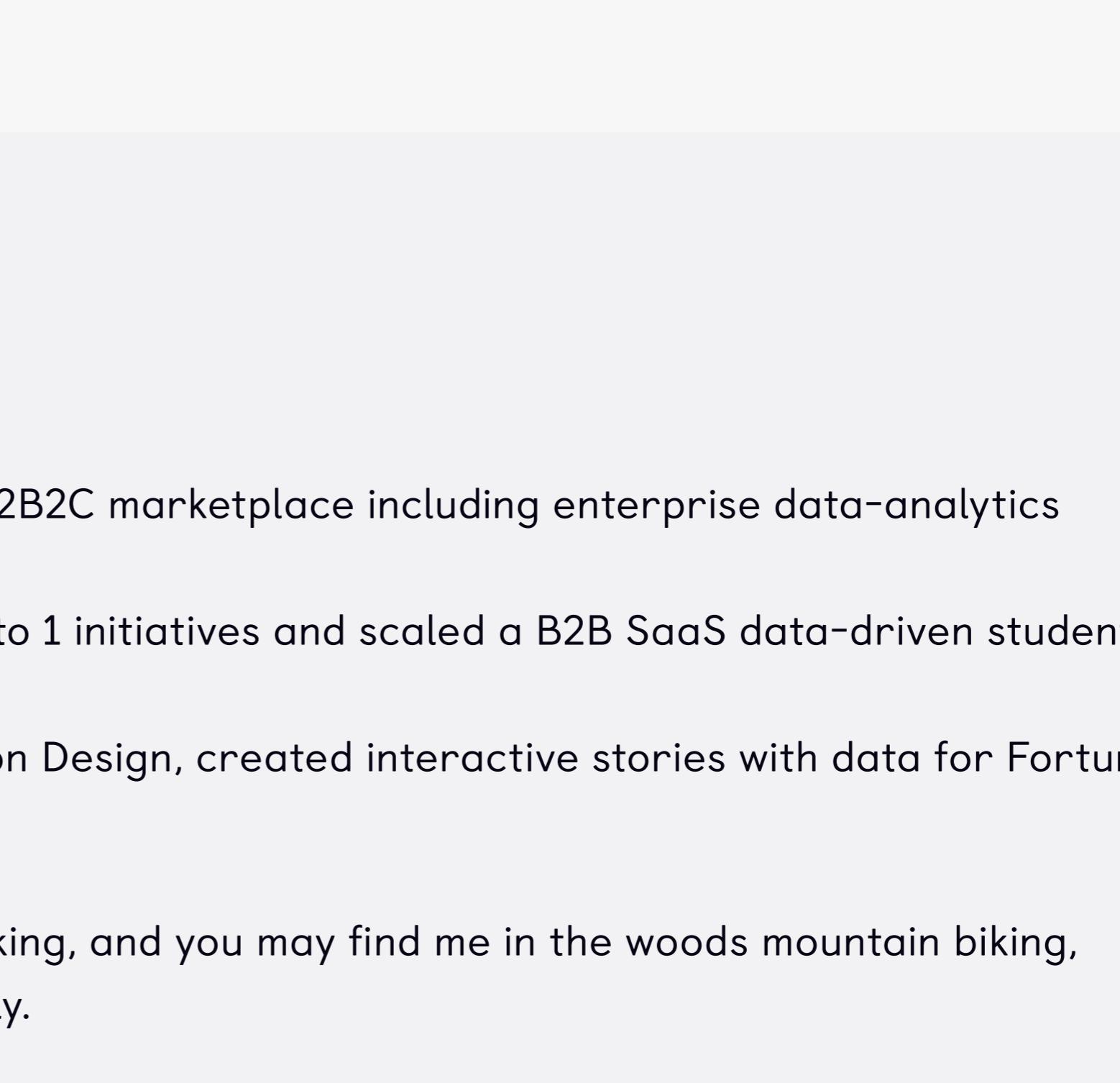
## DESIGN STRATEGY



### Streamlining Design

Design System that achieved a 5x improvement in efficiency between design and engineering teams.

Design system | Design ops | WCAG compliance



### Securing \$15M Bridge Funding

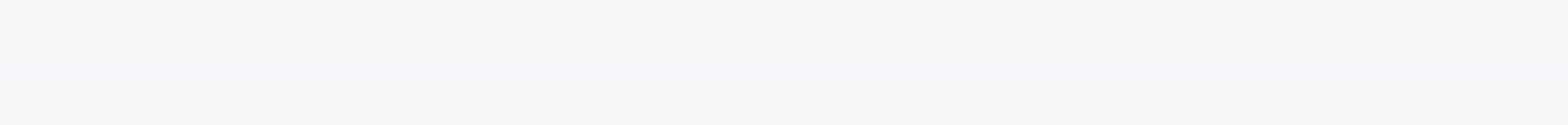
A collaborative journey to a user-centric product vision.

Cross-functional team leadership | Inspiration  
Business storytelling

## About me

- Staff Product Designer at Premise leading across a B2B2C marketplace including enterprise data-analytics SaaS product and gig-worker mobile app.
- Senior Product Design at Panorama Education, led O to 1 initiatives and scaled a B2B SaaS data-driven student intervention product for schools.
- Information Designer at Ben Fry's, Fathom Information Design, created interactive stories with data for Fortune 100 companies.

In my free time I love learning new skills and ways of thinking, and you may find me in the woods mountain biking, mushroom hunting, and going on adventures with my family.



## Want to see more?

Get in touch with me to see my in-depth case studies.

terrencefradet@gmail.com