

Conrad Fulbrook

Senior Product & UX/UI Designer

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With over a decade of experience and an MFA from RISD, I have led major projects for multiple Fortune 500 companies from inception through successful launch, and worked across agency, startup, in-house, and freelance contexts to deliver innovative, impactful design. My hybrid skillset comprises an Agile-based, strategy and research-driven approach that builds to refined and effective design through rapid prototyping and testing.

Work Experience

Senior Product Designer & Developer

Sep 2023 - Present

Freelance | Cambridge

Providing consulting, design, and front-end development services for various arts and cultural institutions such as ROC NATION, RISD, The Humanity Initiative, Super.com, FidelisAV, PBS UC Berkeley and others.

BFA Design Guest Critic

May 2024 - May 2024

Lesley College of Art and Design

Design Director

Feb 2022 - Sep 2023

Craft | Boston

Led the largest retainer at Craft design studio, comprising a team of 6 designers, researchers, and project managers, to bootstrap Keller Williams' new mortgage business with an innovative digital strategy to drive user engagement and optimize financial outcomes for homebuyers.

- Introduced a transformative mortgage presence for America's leading realty company
- Facilitated product-led growth by aligning business objectives with consumer goals.
- Successfully launched within a year from inception
- Sold platform to Mutual of Omaha Mortgage when KW exited the mortgage business

Director of Product Design

Jul 2020 - Jan 2022

Mainstay | Boston

Mainstay is a B2B SaaS engagement platform that utilizes behavioral science and conversational AI to support learners through personalized, proactive/reactive messaging at scale. I led a cross-functional team at this Ed-tech startup, with the overall goal of addressing Higher-Ed inequity for underserved groups.

- Provided overall product leadership and design leadership
- Redesigned core platform architecture and UX/UI around new visual design language to unlock cross-platform user flows and drive more intuitive adoption of advanced features
- Assembled and led a product design team, mentoring junior and senior designers.
- Implemented a design-thinking discovery process that established a highly collaborative and outcomes-focused environment within a cross-functional team.
- Transitioned team from a pod-based model to an agency model, allowing for more holistic product knowledge, design reviews, and peer to peer mentorship.
- Reshaped Product team around Agile and Lean process.
- Facilitated workshops with stakeholders to develop product design principles and alignment personas in order to bring a clear and consistent UX strategy to the product design process.
- Created structures, processes and tooling for project management.
- Implemented regular usability testing and iterative workflows.

- Conducted user research, including surveys and regular qualitative user interviews, to reduce risk and ensure we're solving the right problems with the right solutions.
- Spearheaded user research and design of chatbot persona and content generation features within a generative AI framework, leveraging research insights to focus strategy and optimize user satisfaction. Championed responsible AI application by prioritizing ethical considerations in design decisions.
- Oversaw creation of experience principles, design systems and a component library.
- Collaborative UX development for complex SaaS from sketch to QA, contributing to a 100% stop in engineering staff turnover.
- Ran workshops and Design Thinking exercises to help determine strategic roadmaps.
- Created and prioritized product features from our roadmap based on customer needs, business goals, and technical feasibility.
- Married user-insight and business goals to drive product-led growth.
- Spearheaded the creation of in-depth product analytics, and used these to drive future product growth direction

Senior Product Designer

Aug 2018 - Jul 2020

Mad Pow | Boston

Now Born XDS, Mad Pow is a leading Boston MA studio, which specialized in design for behavior change, primarily in health and fintech. I led projects for clients such as Liberty Mutual, Aetna, BCBS, Ford, TD Bank, John Hancock, and Electrolux.

- Spearheaded product discovery and MVP development for a unique insurance sub-brand at Liberty Mutual, achieving a remarkable 100% conversion rate in a saturated market.
- Developed innovative Android and iOS mobile apps for Aetna, CVS, BCBS, etc., leading to a \$1M new account win.
- Led a team at TD Bank to redesign their online bill-pay platform with a Lean UX process, driving growth while incorporating intuitive gamification.

Guest Lecturer and Critic

Sep 2016 - May 2020

RISD

Senior Product Designer

Jan 2018 - Jun 2018

Fidelity Investments | Boston

- Developed 'Cocoon, a robo-advisor tool at Fidelity Labs to optimize retirees' savings drawdown through innovative tax algorithms.
- Utilized Design Thinking and empathy-driven approach for qualitative and quantitative research, user interviews, rapid prototyping, and strategy alignment.
- Achieved increased efficiency in retirement savings management and user satisfaction through user-centric design and cutting-edge technology.

VP of Product Design

Sep 2016 - Nov 2017

Mobi | Cambridge

Designed a unique proof of concept app showcasing multi-modal routing technology for urban mobility.

Lead Product Designer

Oct 2015 - Sep 2016

MIT | Cambridge

- MIT, Cambridge, MA
- Led the design of MIT Student Dashboard online app, consolidating diverse campus data into a user-friendly interface, resulting in a 88% decrease in student support requests.

Lead Graphic Designer

Feb 2012 - Jul 2012

Milbank | NYC

- Led global rebrand and style guides for Milbank, Tweed, Hadley & McCloy LLP.
- Managed in-house design team for print and event materials for 150th anniversary celebration.
- Developed creative concepts and executed designs to align with firm's prestigious image.

Senior Graphic Designer

Uffindell | London

Jun 2010 - Jul 2011

Co-managed global rebranding of the Royal Bank of Scotland at a London design agency.

- Volunteer

Core Skills

Product Design for Web and SaaS, User testing, Design Thinking, Lean, Agile, Information Architecture, Product Management, Project Management, Web design and development, Tailwind CSS, Sass, GSAP, Statamic, Git, HTML, Webflow, User research, Figma, Prototyping, UX/UI, User Experience, Conceptual Development, Business Needs, User Experience Design, Operational Excellence, Customer Experience, Deliver Results, Managing People, Managing Employees, Qualitative Data, User Interface Design, Communication, Communicate, Influence, Demonstration, Thoughtful, Inspiring People, Interpersonal Skills, Presentation, Strategic Thinker, Visionary, Judgment, Engagement, Leading Teams, Managing A Team, Motivating, Organizational, Tactical, Solve Problems, Shared Understanding, Analytical Skills, Practical, Flexibility, Consistency, Identify Opportunities, Interaction Design, Optimal Design, JavaScript, Adobe Suite, Ability to Articulate, Eye For Detail, Presentation Skills, Project Leadership, Analysis, Slack, SaaS Products, Jira, Detail Oriented, Kindness, Communication Skills, Critical Thinking, Writing Skills

Education

Rhode Island School of Design

Sep 2012 - May 2015

Master of Fine Art Graphic Design

Columbia University

Sep 2006 - May 2007

Creative Writing

University of Cambridge

Sep 2003 - May 2006

Bachelor of Arts English Literature

Languages

German (*fluent*)