

Brandon Dorn

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Staff Product Designer

For the past eleven years I've led the design of technical and consumer products with a focus on product discovery and elegant, usable systems. I'm seeking a position that requires systems thinking to bring clarity to a complex domain, and interested in companies that value design as a strategic investment.

I bring a hypothesis-driven approach to designing solutions that solve business problems, and look to prototype with users early and often. I've established product design practices in agency and in-house settings, and have proven experience across the design lifecycle with challenging, ambiguous problems.

Experience

TravelJoy

Staff Product Designer (Apr 2024 - present)

- Lead the shaping, research, and design of core features for a Series A-funded travel curation platform. Conduct quantitative and qualitative research and low-cost prototype tests to validate areas to create the most value for our users. Refine our visual design language.
- Regularly submit and review PRs, learned basic Vue to build frontend prototypes.
- Recent work:
 - **Itinerary editor and layout overhaul:** Led the research and design of improvements to a TravelJoy's core itinerary editor and presentation layout, with a focus on efficiency and usability.
 - **AI content importing (0 to 1 feature):** Shaped and designed flows for travel advisors to review and publish content imported to itineraries via AI.
 - **Design system:** Revise and scale TravelJoy's styles and components in Figma and code to bring a higher standard of usability, accessibility, and aesthetics to the platform.
 - **Discovery process:** Advocate effective processes for shaping, presenting, and scoping features to build consensus among stakeholders.

Whimsical

Staff Product Designer (Aug 2023 - Feb 2024)

Lead Product Designer (May 2022 - Aug 2023)

- Led the research, shaping, and design of new collaborative features and improvements for a Series A-funded visual collaboration platform. Made prototypes that explored speculative features and product directions. Led the evolution of Whimsical's design system.
- Led numerous user research initiatives to validate prototypes and strategic product direction.
- Regularly submitted and reviewed PRs, learned basic Clojure to build frontend prototypes.
- Shipped work:
 - **In-app and public template libraries (0 to 1 feature):** Led the design of improvements to template discovery and creation, leading to increases in product usage ([case study](#)).
 - **Onboarding flow:** Introduced improvements to the new-user onboarding experience, leading to increases in key new-user activation KPIs.
 - **Design system:** Created and maintained Whimsical's design system in Figma, working closely with engineers to build a parallel system in code.

- **Experience improvements** to commenting, editing, and diagramming features that build upon Whimsical's core values of efficiency, craft, and focus.

Dwell

Senior Product Designer (May 2021 - May 2022)

- Dwell's first product designer. Worked with the CEO to guide Dwell's digital strategy, shaping and designing core features that made dwell.com into a collaborative curation platform.
- Shipped work:
 - **User-generated projects (0 to 1 feature):** Shaped and designed a feature for publishing design work to Dwell.com, leading to increases in key engagement and site traffic KPIs ([case study](#)).
 - **Collections:** Shaped and designed a feature that allows users to curate and share design inspiration across Dwell.com, leading to increases in key engagement KPIs.
 - **Design system:** Created and maintained Dwell.com's design system, translating print editorial patterns into a robust, scalable system for current and future functionality.
 - **Accounts:** Designed improvements to account and subscription management UIs.

Viget

Senior Product Designer (Apr 2018 - May 2021)

UX Designer (Aug 2015 - Apr 2018)

- Created design systems, prototypes, and strategies for B2B, B2C, healthcare, and nonprofit clients. Established Viget's product design practice.
- Researched, drafted, and wrote Viget's [code of design ethics](#); regularly mentored younger designers.
- Select client work:
 - **Privia:** Designed multiple products for a medical group that support 4k+ providers' workflows and 4M+ patients' access to care ([case study](#)).
 - **Standard AI:** Designed a set of proof-of-concept prototypes for a computer vision startup that were used to gain series A and B funding ([case study](#)).
 - **Arcadia:** Designed Arcadia's iOS and Android apps, enabling the clean energy provider to reach a previously inaccessible market segment ([case study](#)).
 - **CyberGRX:** Designed a cybersecurity platform UI and visualizations used by analysts to assess and manage third party risk ([case study](#)).
 - **National Student Clearinghouse:** Redesigned a verification platform to simplify access to student graduation data for nearly 100% of colleges in the US ([case study](#)).
 - **Rotary International:** Conducted a global user research study to define a product strategy for the nonprofit's member platform used by Rotary's 1.4M member community ([case study](#)).
 - Other notable clients: National Public Media, The Nature Conservancy, University of Virginia, The Gates Foundation, Circ, Volunteers of America, Nest Realty, Shedd Aquarium

State Farm

Systems Analyst, UX Design (Jan 2015 - Aug 2015)

UX Designer (Jan 2013 - Jan 2015)

Technical Writer (Aug 2012 - Jan 2013)

- Designed critical dev tools and dashboards used by cloud hosting infrastructure teams.

- Shipped work:
 - **Cloud management platform:** Prototyped and designed a product used by engineers to manage code deployments across project lifecycles.
 - **Optics:** Designed a dashboard used by engineers to monitor key environment diagnostics.

Leo Burnett

Account Planner (Jun 2011-Aug 2012)

- Researched and wrote strategic briefs for creative teams on the Fifth Third Bank, Whirlpool, P&G, and Chicago Housing Authority accounts.

Education

Illinois Wesleyan University

B.A. English, summa cum laude (Aug 2007 - May 2011)

- Minor in Economics
- Phi Beta Kappa inductee, awarded honors for writing and humanities research
- Year abroad at Oxford University (St. Catherine's College, Sep 2009 - Jun 2010)

Select Writing and Speaking

- [Web Brutalism, Seamfulness, and Notion](#) (2020)
- [Collaborative Information Architecture at Scale](#) (2020)
- [Usable, Beautiful, Good](#) (2019)
- [Mark Lombardi and the Moral Lives of Graphs](#) (2018)
- [Of Note: Better Text Annotations for the Web](#) (2018)

References

- **Zach Klein:** zklein@gmail.com (former CEO of Dwell, Vimeo co-founder)
- **Mindy Wagner:** mindylaw@gmail.com (former Head of Product Design at Whimsical)
- **Nate Hunzaker:** nate.hunzaker@gmail.com (Principal Engineer at Whimsical)
- **Todd Moy:** todd.moy@gmail.com (Principal Product Designer at Whimsical)
- **Steven Chen:** s.chen0518@gmail.com (Lead Product Manager at Kitbash 3D)