

Darin Dewell

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SUMMARY

As a senior product designer, I leverage extensive cross-industry experience to create impactful, functional designs that embody integrity and continuous improvement. Specializing in cloud-based UX and AI integration, I enhance operational efficiency and drive UX vision in complex, technical environments, helping businesses excel in the digital age.

EXPERIENCE

Principal Product Designer

May 2023 - Present

D-LAB Design, Snohomish, WA

- Cloud-based UX design specialist with expertise in integrating AI technologies into product design processes.
- Proficient in product management, product design, interaction design, user testing, user research, social media, graphic design, brand identity, and marketing solutions.
- Use a collaborative approach to understanding business objectives and crafting tailored data-driven strategies.
- Skilled in implementing AI solutions to automate tasks and optimize operations.
- Stay updated on the latest AI trends and advancements to deliver innovative solutions.
- Focus on user-centric design and business objectives to drive success in the digital age.

Lead Product Designer

October 2025 - September 2026

LUX Research, Snohomish, WA

- Led end-to-end product design for enterprise B2B SaaS research and intelligence platforms, aligning UX, product strategy, and business objectives.
- Designed AI-powered workflows, search and comparison tools, decision-support experiences, and enterprise administration systems.
- Built and scaled design systems using reusable components, design tokens, and standardized UX patterns.
- Collaborated with product, engineering, and stakeholders to translate complex requirements into intuitive, scalable solutions.
- Advanced AI-assisted product development using Figma Make, Claude, Codex, and MCP integrations to accelerate design, prototyping, and implementation.

UX Designer IV (contract)

July 2024 – December 2024

Amazon, Seattle, WA

- Managing comprehensive UX design solutions for Amazon's Private Brands Central (PBC), Sellers Central, and VOC platforms. Responsibilities include enhancing existing features, developing new features, and expanding a dynamic design system.
- Led the design of a version one application for designers and marketers to create images for Amazon retail and social media platforms. This application leverages traditional design patterns and integrates AI for text and image generation.

Senior Product Designer

Jun 2016 - May 2023

Microsoft, Redmond, WA

- Led 6 version one end-to-end B2B product designs for Microsoft's cloud infrastructure and supply chain, focusing on SaaS and PaaS solutions.
- Managed products in various business areas including Demand Forecast, Capacity Planning, Decommissioning, Finance, Supply Chain, and Sustainability.
- Oversaw the lifecycle of both new and existing products, developing product specifications, roadmaps, and feature enhancements. Responsibilities included conducting business research, creating personas, crafting user stories, performing user research and testing, and designing wireframes, as well as high-fidelity mockups and prototypes in Figma.
- Delivered a project at Microsoft that utilized ML (Machine Learning) models for demand forecasting for cloud infrastructure.
- Created a UX interface for managing the models and data utilizing the Fluent Design system.
- Led the team in sprint planning, retrospectives, team meetings, platform improvements, evangelizing UX, managing the backlog, DevOps, prioritization, and communication channels within PM/UX/Eng.
- Additionally, participated in Hackathons at Microsoft doing UX design in 3D environments, using HoloLens (AR/VR). One specifically for cybersecurity, where ML (Machine Learning) was part of the project to help with threat detection.

Hackathon highlights:

2017 - Cyber Defense 3D Interface for HoloLens (AR)

2018 - Service Fabric on HoloLens (AR, VR)

2019 - Medical Explorer for Pediatric Patients (VR)

2020 - Inclusive Classroom Documents (Accessibility)

Senior UX Designer

Sep 2015 - Jun 2016

AT&T, Bothell, WA

- Managed UX and design for a multi-device version one data visualization project aimed at the enterprise and retail cellular sector.
- Additionally, managed UX/UI design solutions for a new unified digital standards platform, e-commerce product tiles, and customer billing solutions.

- Designed B2B and B2C features for AT&T's platforms. Created low and high-fidelity interfaces for multiple viewports within a responsive layout, created interactive prototypes to demonstrate design concepts, collaborated with multiple teams to ensure design consistency and quality, and maintained source files, assets, style guides, and redlines.

Senior UX Designer

Jul 2011 - Apr 2015

Zillow, Bellevue, WA

Trulia: Managed end-to-end UX design solutions for Trulia's B2B and B2C suite of cloud-based products aimed at the Enterprise and Real Estate Agent sectors.

Market Leader: Managed UX/UI design solutions for Market Leader's cloud-based Real Estate Agent CRM and CMS.

- Complete redesign of an agent-facing website template builder application and e-commerce marketing center applications.
- Created a new design language, branding, iconography, and user interfaces.
- Designed user flows, wireframes, and high-fidelity mockups.
- Conducted usability testing and user research.
- Collaborated with multiple teams to ensure design consistency and quality.
- Maintained assets, specifications, and other design-related documentation.

UX/UI Designer

Nov 2008 - Jul 2011

Microsoft, Redmond, WA

- Led the design and prototyping of solutions for Windows Azure developer's platform, Mobile Azure, MSDN.com, Visual Studio help and MSDN machine translation.
- Created high-fidelity mockups and wireframes for a Windows Azure dashboard using Adobe Photoshop.
- Managed style guides and iconography.
- Delivered concept designs for Windows 7 and Windows 8 desktop/mobile.

EDUCATION

Bachelor of Arts (B.A.) - Graphic Design

Central Washington University, Ellensburg, WA