

# Vinu Casper

vinu.casper@gmail.com | 971.401.4228 | Portland, OR | [Portfolio](#)

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## Summary

Senior Product Designer specializing in AI-powered enterprise experiences, with 6+ years delivering complex digital products from 0-to-1. Designed and launched PE+, an AI sales assistant deployed across 1,000+ dealerships, with a focus on trust UX, explainability, and human-AI interaction patterns. Equally strong in research, design systems, and cross-functional collaboration with ML and engineering. Operates at the strategy layer, partnering with executives to define product vision.

## Skills & Tools

**Design & Prototyping:** Figma, Framer, Adobe Suite, Sketch, HTML/CSS/JavaScript

**Research & Analytics:** Usability testing, A/B testing, diary studies, journey mapping, Fullstory, Quantum Metric, Heap, Hotjar, Google Analytics

**AI/ML Design:** Trust UX, explainability patterns, confidence indicators, human-AI interaction, output design

**Systems & Collaboration:** Design systems, Tableau, Miro, FigJam, Airtable, PowerBI

## WORK EXPERIENCE

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### Microdose.com

*Lead UX Designer*

Oct. 2025 – Present

*Remote - Portland, OR*

- UX designer for Microdose's eCommerce platform launch, owning end-to-end design strategy, UX direction, and stakeholder presentations
- Conducted foundational user research to define the product discovery and browsing experience, establishing core information architecture, navigation patterns, and interaction flows for a complex multi-SKU catalog
- Built the Microdose design system and component library, collaborating closely with the brand designer to ensure eCommerce functionality and conversion patterns aligned with the visual identity
- Defined and documented UX strategy for the full purchase funnel, creating the design foundation the engineering team will build from at launch

### Foureyes.io

*Lead Product Designer*

May. 2022 – Jun. 2025

*Remote - Portland, OR*

- Led 0-to-1 UX design of PE+, an AI-powered sales assistant deployed across 1,000+ dealerships, designing trust and explainability patterns including confidence indicators, uncertainty signals, and data source transparency to help reps know when to act on AI suggestions vs. override them.
- Collaborated with ML and engineering to shape output structure and formatting, and align on evaluation criteria and UX success signals, translating model constraints into usable interaction patterns.
- Drove measurable adoption improvements for PE+ post-launch, earning exec recognition and contributing to a reduction in support escalations through clearer AI guidance and error recovery.

- Partnered with CEO and Product leadership to define the vision for Foureyes Connect; designed and presented the prototype at NADA 2025 to showcase data integration capabilities to enterprise automotive clients.
- Expanded the Foureyes design system to support Tableau visualizations, improving design consistency and delivery speed across teams.
- Winner of the 2022 Digital Dealer Innovation Cup for product impact and usability.

**Columbia Sportswear Company**  
*UX Design Lead – Loyalty Program*

Jun. 2021 – May. 2022  
*Portland, OR*

- Led inclusive design initiative establishing a framework across ability, language, culture, gender, and age achieving WCAG 2.1 / Section 508 compliance in close collaboration with engineering.
- Surfaced 20+ pain points through cross-functional workshops with marketing, engineering, and design; drove loyalty experience redesign that improved engagement and retention across retail and eCommerce.
- Partnered with researchers on mixed-method studies including card sorting, journey mapping, participatory design, and A/B testing.

**NWEA**  
*UX Designer*

Dec. 2019 – Jun. 2021  
*Portland, OR*

- Reduced user onboarding from 16 to 8 steps, improving time-to-value and adoption rates for educators nationwide.
- Saved \$300K by redesigning the internal teacher support platform through research-led UX improvements.
- Contributed key components to the NWEA design system, improving usability and consistency across internal tools.

**Intel**  
*UX Researcher*

Aug. 2019 – Oct. 2019  
*Hillsboro, OR*

- Evaluated and improved the developer experience for IoT kits via surveys, guided walkthroughs, interviews, and accessibility testing.

## EDUCATION

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Portland State University, *Portland, OR*  
*MS in Computer Science, area of focus in Human Computer Interaction*

Jul. 2019

National Institute of Engineering, *Mysuru, India*  
*BE in Computer Science*

Mar. 2017