

DYLAN SIMPSON

Senior UX/UI & Product Designer

UX/UI Design • Interaction Design • Design Systems • Product Strategy

www.dylan-simpson.com San Jose, CA

SUMMARY

Lead Product Designer with 20+ years of design experience and a proven track record creating complex digital products and ecommerce experiences at scale. Proven track record improving conversion, building enterprise design systems, and leading cross-functional product teams, with work supporting 650K+ users and products generating \$450M+ in revenue.

EXPERIENCE

Lead Product Designer

Isagenix

07/2023 - 10/2026 Gilbert, AZ (Remote)

Redesigned core ecommerce experiences serving 220K+ customers globally, improving product-pack sales by 11% while leading UX strategy from discovery through production.

- Redesigned the product configuration experience, simplifying how customers build and purchase customized product packs.
- Reimagined product detail and checkout experiences across global markets, improving critical customer decision-making and streamlining purchase flows.
- Led UX strategy and execution across cart, account setup, shipping, payment, review and order confirmation.
- Partnered with Product, Engineering and business stakeholders to translate customer insights and business requirements into production-ready experiences.

Lead Product Designer

Verta

08/2021 - 06/2023 San Jose, CA (Remote)

Led the overall user experience design of the platform, including the management of the front-end engineering team.

- Successfully secured four contracts with Fortune 100 clients by transforming an outdated user interface into a modern, contemporary design.
- Simplified the migration of the platform's user interface from a custom in-house solution to a Material-UI (MUI) component library.

Principal Product Designer

Sage Intacct

04/2019 - 07/2021 San Jose, CA (Onsite)

Led a 3-person design team and \$185K UX investment to build a scalable design system supporting 750K+ users.

- Led the design review process for new components, addressing approximately 15 user experience requests per month. Conducted in-depth research on both internal and external design principles and best practices.
- Worked closely with a cross-functional team of four from engineering and product management to ensure design patterns aligned with both business objectives and user requirements.

Senior Product Designer

Guidewire

01/2015 - 03/2019 Foster City, CA (Onsite)

Led UX for three core products generating \$450M+ in revenue and serving 240+ enterprise customers.

- Established a streamlined UX process using design guidelines, data-driven insights and documentation to improve collaboration and accelerate feature implementation.
- Partnered with 4 product managers and 12 engineers to design and launch 50+ product features.

STRENGTHS

Communication

Toastmasters club officer; developed and delivered communication workshops.

Problem Solving

Solved complex iconography challenges by creating a scalable 140+ icon system.

Leadership

Led teams of up to 6; mentored 12 designers and managed 3 internship programs.

Customer Insight

Led 12+ customer observation studies worldwide.

SKILLS & TOOLS

Skills

- Product Design
- Interaction Design
- UX Strategy
- Design Systems
- AI-Assisted Design & Development
- AI Prototyping
- Prompt Engineering
- Conversational UX
- User Research
- Usability Testing
- Experimentation & Optimization
- Ecommerce & Responsive Design

Tools

Design & Prototyping: Figma, FigJam, Figma Make, Miro, Mural

AI & Development: ChatGPT, Claude, Cursor

Product & Delivery: Jira, Confluence, Azure DevOps

Analytics & Optimization: Optimizely, Microsoft Clarity, GA4, Lucky Orange