Devin Gordon

Product Designer

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ABOUT ME

Innovative Product Designer who crafts intuitive digital experiences that bridge user needs with business objectives. Expertise in UX research, AI-driven design, and cross-platform optimization. Passionate about merging cutting-edge technology with human-centered design principles to drive business growth and user satisfaction.

EXPERIENCE

Product Designer   Sep 2022 - Present
AlphaMap | Remote

- Analyzed Smartlook session recordings and product demos to identify UX pain points in the Map Explorer feature, leading to a redesigned Map Layers interface that improved clarity and reduced clutter.
- Collaborated with developers to integrate Stripe into the product to enable self-serve purchasing and eliminate the need for sales calls—streamlining the purchase flow and reducing conversion friction.
- Designed upgrade prompts and locked content indicators that balanced UX with conversion goals, leading to a more compelling and less disruptive upsell experience.
- Prototyped early design concepts using generative AI tools such as Cursor, Lovable and v0, accelerating iteration and enabling faster user testing without relying on Figma alone.
- Learned front-end engineering basics using Cursor and GitHub to independently push UI code changes to production, reducing reliance on engineering for minor updates.
- Conducted user research to inform design decisions, leading to measurable improvements in user satisfaction and product functionality.
- Engaged with stakeholders to gather insights, ensuring alignment on product vision and enhancing feature relevance in the market.
- Applied accessibility principles (such as WCAG 2.1+) to designs to support an inclusive and accessible interface.

UX Designer & Graphic Designer   Jan 2015 - Sep 2022
Devin Gordon Design | Remote

- Designed and developed custom websites with a strong emphasis on UX strategy, resulting in improved user engagement and higher conversion rates for clients across industries.
- Created cohesive brand identities—including logos, visual systems, and style guides—that elevated client visibility and differentiated them in competitive markets.
- Led end-to-end design projects from discovery through launch, translating client goals into user-centered design solutions that consistently exceeded expectations.
- Partnered closely with clients to define project scope, align on vision, and iterate on feedback—ensuring high-impact results and long-term client satisfaction.
- Built long-term client relationships through transparent communication, strategic input, and a collaborative approach to problem-solving and design.

Graphic Designer   Feb 2021 - Aug 2022
Trevco | Remote

- Utilized communication skills to present design concepts effectively, fostering collaborative feedback and enhancing final outcomes.
- Created Amazon A+ content that boosted product appeal, leading to substantial revenue growth and improved customer conversion rates.
- Coordinated with cross-functional teams to design cohesive branding materials, ensuring a unified brand message across all channels.

- Maintained high-quality standards in photo edits and packaging designs, contributing to a polished brand image and customer satisfaction.
- Implemented a streamlined process for digital asset creation, significantly reducing turnaround times and enhancing team productivity.

Lead Designer & Brand Manager
Jan 2020 - Feb 2021
Applied Textiles | Grand Rapids, MI

- Enhanced the website user experience by implementing data-driven design changes, leading to measurable improvements in website engagement metrics.
- Managed website usability tests, identifying user issues for enhanced experience.
- Developed visually compelling email marketing and social media campaigns, leading to noticeable increases in customer engagement and brand visibility.
- Spearheaded creative direction for photo shoots, effectively capturing product essence and contributing to successful marketing initiatives.
- Conducted in-depth market analysis to inform design strategies, resulting in targeted branding that resonated with key demographics.

Junior Designer
Jul 2019 - Jan 2020
Message Makers | Lansing, MI

- Managed diverse projects, ensuring timely completion and budget adherence.
- Developed engaging multimedia concepts that elevated brand visibility, resulting in increased client engagement and positive brand perception.
- Coordinated with vendors, optimizing resource use and meeting deadlines.
- Executed meticulous quality checks on final designs, ensuring adherence to branding guidelines and maintaining high standards of visual integrity.
- Conducted thorough design reviews, identifying areas for enhancement that resulted in substantial quality improvements.

Graphic Designer
Jan 2017 - Apr 2019
Grand Valley State University | Allendale, MI

- Collaborated with clients to create impactful visual identities for GVSU events.
- Designed graphics for student organizations, enhancing engagement and participation.
- Created the 2018/2019 alumni calendar, improving alumni interaction and retention.
- Produced print collateral, logos, and ads, boosting brand visibility and recognition.

Design Intern
May 2018 - Aug 2018
Newell Brands | Kalamazoo, MI

- Redesigned user interfaces for Mr. Coffee appliances, leading to marked gains in customer satisfaction and increased positive feedback.
- Developed packaging designs that improved shelf visibility, contributing to noticeable sales growth for the Sunbeam brand.
- Designed precise design specifications for a Crock-Pot quick start guide, ensuring clarity and usability for end users.

EDUCATION

UX Design Academy
Jan 2022 - Aug 2022
Designlab

Bachelors of Fine Arts
2015 - 2019
Grand Valley State University | Allendale, MI

- Focus was in Graphic Design and UX Design

SKILLS

User Experience, Design Strategy, UX Design, UI Design, Interaction Design, User Research, Wireframing, Rapid Prototyping,

Usability Testing, Prototyping, Cross-Functional Collaboration, Design Systems, User Onboarding, Competitive Analysis, HTML, CSS, Javascript, JQuery, Social Media Marketing, Figma, Slack, Google Docs, Google Sheets, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Key Shot, Brackets, Microsoft Office