

# Devin Gordon

## Product Designer

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### ABOUT ME

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Product Designer with 5+ years of experience creating innovative, multi-platform digital products that merge human-centered design with business goals. Skilled in generative AI, iterative design, design strategy, and user-centered methodologies to deliver scalable, high-impact solutions. Led the design of a self-serve purchase model that increased trial-to-paid conversion by 22%, significantly boosting new customer acquisition for AlphaMap.

### EXPERIENCE

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#### Product Designer

Aug 2022 - Aug 2025

##### AlphaMap | Remote

Recruited by a small tech startup in the Commercial Real Estate industry to lead product design iterations, develop new desktop and mobile features, conduct user research, and drive conversion rate growth through marketing and onboarding initiatives.

- Led the design of a self-serve purchase model initiative that increased trial-to-paid conversion by 22%, significantly boosting new customer acquisition and revenue growth.
- Identified and resolved a product information architecture issue by designing a tree map UI element that clearly visualizes the relationship between POIs and Parcels, enhancing user comprehension and navigation.
- Actively managed and maintained a scalable design system library in Figma, ensuring consistent component usage across the design team and improving efficiency in product development.
- Prototyped design concepts using generative AI tools, accelerating iteration cycles and reducing user testing turnaround time.
- Designed upgrade prompts and locked content indicators that balanced usability with conversion goals—boosting upsell click-through rates by 35% and increasing paid feature adoption.
- Implemented WCAG 2.1+ accessibility standards to expand usability for all customers, ensuring compliance and fostering inclusivity.
- Analyzed user behavior to identify low onboarding completion rates and utilized user journey mapping to design targeted contextual flows, resulting in an 80% increase in completion.
- Acquired front-end engineering skills to independently implement minor UI updates, reducing dependency on engineering teams and decreasing change turnaround time from days to hours.

#### UX Designer & Graphic Designer

Jan 2015 - Sep 2022

##### Devin Gordon Design | Remote

Operated a solo freelance design company, delivering projects for clients including branding, graphic design, website design, UX design, and marketing.

- Designed and developed custom websites grounded in strong UX strategy, enhancing user engagement and driving higher conversion rates for clients across diverse industries.
- Created cohesive brand identities—including logos, visual systems, and style guides—that elevated brand visibility and distinguished clients in competitive markets.
- Led end-to-end design projects from discovery through launch, delivering user-centered solutions that consistently met business goals and exceeded client expectations.
- Collaborated closely with clients to define project scope, align on vision, and iterate on feedback, ensuring impactful outcomes and long-term satisfaction.
- Fostered lasting client relationships through transparent communication, strategic insight, and a collaborative problem-solving approach.

## **Graphic Designer**

Feb 2021 - Aug 2022

### **Trevco | Remote**

Hired by a mid-sized wholesale licensed merchandise company to create apparel and accessory designs, design packaging for tumblers, develop Amazon A+ content, and produce marketing materials.

- Developed Amazon A+ content for collegiate apparel lines, enhancing product appeal and increasing conversion rates, resulting in significant revenue growth for those collegiate apparel lines.
- Created targeted Amazon Brand Stores tailored to specific customer segments, increasing engagement and driving higher product visibility.
- Collaborated with the marketing team to develop and execute marketplace strategies that increased brand visibility and drove sales growth.
- Enforced brand style guidelines for internal use and major licensed brands, including Warner Brothers, Disney, NBC Universal, and Viacom, ensuring consistent brand representation across all creative assets.
- Streamlined the digital asset creation process, reducing production time and accelerating project delivery, resulting in improved efficiency and faster go-to-market timelines.

## **Lead Designer & Brand Manager**

Jan 2020 - Feb 2021

### **Applied Textiles | Grand Rapids, MI**

Hired by a mid-sized textile technology company to lead website design, develop marketing materials, brand strategy, and produce photography and video content.

- Improved website user experience by conducting heuristic evaluations and usability tests, implementing targeted design enhancements that reduced navigation time by 25% and increased task completion rates.
- Increased website customer engagement by 25% by developing and executing targeted email marketing and social media campaigns that drove traffic and strengthened brand visibility.
- Brought the Alta face mask to market in under 30 days by leading marketing efforts, producing digital animations, directing a photoshoot, and filming promotional content, resulting in strong initial sales and brand awareness.
- Conducted in-depth competitor analysis to guide design strategies, developing targeted branding that increased engagement with core customer segments and strengthened market positioning.
- Designed and optimized email marketing materials through A/B testing, increasing click-through rates by 18% and driving a measurable uplift in campaign conversions.

## **Junior Designer**

Jul 2019 - Jan 2020

### **Message Makers | Lansing, MI**

Hired by a small advertising firm to design marketing materials, lead branding projects, and create presentations and web designs for clients.

- 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**

Recruited by Grand Valley State University's Promotions Office to design event marketing materials, create logos, and produce print collateral for student organizations.

- 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**

Hired by a large, global consumer goods company to take on responsibility for UI design, packaging design, web design, print design, and branding initiatives.

- 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**

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### **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**

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Product design, UX research, Interaction design, UX Design, UI Design, Prototyping, Generative AI, Design systems, Wireframing, Responsive design, Usability testing, User journey mapping, Information architecture, User-centered design, Accessibility design, Design strategy, Design tools (Figma, Adobe Suite), HTML/CSS knowledge, Scalable component design, Multi-platform design, Data-driven design, Microinteractions, Iterative design