Brad Lutjens: Product Designer

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Summary

Product designer with 2+ years of digital product experience and a multi-year background in complex systems design for physical / retail environments as an industrial designer. Expert in systems thinking, Figma, and multi-platform UI architecture. Skilled at simplifying technical complexity for rapidly scaling organizations and helping stakeholders make informed, data-driven decisions.

Core Skills

Visual design	Design strategy	Systems thinking
Rapid idea generation	Cross-team collaboration	Interaction design
Qualitative research	Quantitative research	AI workflow integration
Data visualization	Rapid prototyping	Engineering hand-off
Wire-framing	Workflow efficiency	3d visualization

Experience

Lead Product Designer (Contract) | May 2023 - Present

Company: iOS app Dear Future Me: Mom Brain - Los Angeles, CA

- Sole product designer on a team of 8 for a start-up iOS native app. Responsible for research, UX, copy-writing, design system, visual design & engineering hand off. (Currently launching the MVP.) Mom Brain is a start-up founded by actress Melissa Rauch.

- Used AI image generation and chatGPT to generate on-boarding artwork via a hybrid AI and manual workflow. Artwork creation time was decreased by 80%.

- Collaborated with engineers and a digital illustrator to bring clarity to a complex on-boarding process via a presentation to align stakeholders and their business needs with engineering timeline and resources. Saved 2 weeks of additional emails and meetings.

Product Designer (Miro - Case Study) | June 2023 - July 2023

Project: Enhancing Miro's file management

- Created and tested a multi-select / folder hierarchy feature with 5 users. In 2024 this feature request was added to Miro's road map.

- Posted a video of my final design proposal to Miro's online forum and the design was the 5th most liked post in the thread for this topic out of 160+ comments.

Product Designer (Slack - Case Study) | March 2023 - June 2023

Project: Making Slack less overwhelming

- Created and tested an AI channel summary feature with 5 users with input and feedback from an engineer at Slack and a machine learning engineer. In 2024 Slack launched a similar feature.

Industrial Designer (Freelance) | January 2015 - Present

Companies: BZ Design | Metaline Inc. | Pacteam Group

- Collaborated with a design firm and engineering team at Kodak to design a pair of document scanners, Program won the BLI scanner line of the year award 2 years in a row. I led design direction remotely on a team of 5 collaborators.

- Streamlined a core rendering process by introducing new software and workflow resulting in an average time savings of 70 - 80% per project and accelerating delivery timelines.

- Optimized a retail interior cabinetry design system for DeBeers / Forevermark, adapting components for x6 unique locations With varying requirements. Streamlined a cumbersome workflow, improving efficiency and freeing the team to focus on other projects, despite challenging client dynamics.

Sr. Industrial Designer | September 2012 - December 2014

Company: Pacteam Group - Paramus, NJ

- Led design on multidisciplinary teams for 300+ luxury goods projects, encompassing packaging, point-of-purchase displays, retail fixtures, and trade show booths, Contributed to a 75% increase in company sales during my x4 year tenure.

- Improved a technical document workflow with off-site engineering colleagues in China. Implemented a system for embedding 3D data in design hand offs, reducing document creation time by 25%.

- Produced research and design sketch and rendering iterations that secured a multi million-dollar contract with Ferrari for a retail display and packaging program. The initial purchase order generated over $750,000 in profit, with continued revenue and reorders for 4+ years.

Client Companies

Kodak Alaris	PNY Technologies	Imaging Business Machines
Ferrari	Wegmans	Shinola Detroit
Seiko	Sierra Designs	Coach
Hermes Paris	Movado	Tiffany & Co.
Adidas	Harry Winston	Bulova
Pandora	Polo Ralph Lauren	Karl Lagerfeld

Education

BFA Industrial Design: Rochester Institute of Technology

Certifications

UI Immersion: (10 months - CareerFoundry)

UI / UX Expert: (9 months - mentorship by Smartsheet designers) - Kickass UX

AI for Designers (IXDF)

AI x Design Thinking (IDEO)

Interests & Achievements

Summited Mt. Kilimanjaro	Mountain biking	Woodworking