

Brian O'Connor

Senior Product Designer

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EXPERIENCE

Pumpkin

Senior Product Designer, Wellness Club (Sep 2024 - current)

Previous: Senior Product Designer, Vet & Member Experience (Jan 2023 - Sep 2024); Product Designer, Vet Experience (Oct 2020 - Dec 2022)

- Took Pumpkin Wellness Club, Pet Health Predictor, and Pumpkin Pay from 0→1, owning discovery through MVP launch.
- Designed and launched Elite Plan, driving an 18% conversion rate lift through repositioned pricing and an optimized purchase flow.
- Shaped strategy and launch direction for a white-label vet wellness product through expert interviews and iterative design.
- Ran ongoing discovery with pet owners and vets, translating mixed-methods research into roadmap decisions.
- Accelerated prototyping and handoff by integrating Claude Code and AI tooling into core design workflows, reducing friction from concept to production.

Publicis Sapient

Experience Designer (Jun 2018 - Oct 2020)

- Designed and shipped product features for Mercedes-Benz USA, improving vehicle research and purchase flows in close collaboration with product and engineering.

Garmin

UX Design Intern, Fitness Wearables (May 2017 - Aug 2017)

- Designed UX patterns for vivosmart 4, prototyping and testing interactions for a constrained wearable interface.

EDUCATION

Indiana University, Bloomington, IN

M.S., Human-Computer Interaction Design

Cornell University, Ithaca, NY

B.S., Computing & Cognition; Minor: Information Science