

Creede Fitch

Product Designer

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PROFESSIONAL SUMMARY

I've spent twenty years making things people use. Furniture, kitchens, websites. I only started calling it product design two years ago, but the work hasn't changed much. Figure out what people actually need, build it, then cut what isn't working. I've done that managing clinical technology in a hospital, editing a design blog I grew to 50,000 readers, and building a real estate site that drove \$45 million in sales.

EXPERIENCE

UX/UI Designer — Independent

2024 – Present | Austin, TX

- **EnPlace.** Recipe app that matches ingredients to the step where they're used, removing the scroll-back that breaks cooking flow. Designed in Figma, then built as a working React app using AI-assisted development.
- **My Praia.** Mobile app for finding beaches in the Algarve matched to conditions and crowding. Ran moderated interviews with travelers and locals, recorded and analyzed transcripts, and used the findings to reframe the product from a directory into a conditions tool.
- **Pet Rodeo.** Shopify storefront redesign for an apparel company funding low-cost veterinary care. Restructured product and storefront pages against observed usability findings, balancing the brand's playfulness against real conversion goals.

Founder & Designer, creedefitch.com

2013 – Present | Austin, TX

- Conceptualized, designed, and built creedefitch.com, a design-led real estate platform that became a top-10 Google result for Austin modern homes.
- Grew to 650,000 unique visitors and 1.1M pageviews; converted to 95 transactions and \$45M+ in sales.
- Ran continuous experiments against traffic and conversion data, scaling what worked and cutting what didn't.
- Designed marketing sites and office furniture for Skout Real Estate and contributed to brand and creative direction.

Contributing Writer — Dwell

2012 – 2018 | Remote

- Three feature articles on modern residential architecture, including the March/April 2018 cover story.
- Commissioned by Dwell editors on the strength of Grassroots Modern; wrote for a national design audience.

Co-Founder & VP — Modern Union Industries

2010 – 2012 | Salt Lake City, UT

- Co-founded a design/build studio producing modern cabinetry and furniture; led creative vision, design strategy, and client relationships.
- Designed and built the kitchen for a home that received the Utah Heritage Foundation Award for Restoration and Rehabilitation.

Founder & Editor — Grassroots Modern

2005 – 2012 | Salt Lake City, UT

- Built a design and architecture publication to 50,000 monthly readers from a standing start.
- Monetized through advertising and brand partnerships including Dwell and Ford.

Intermountain Healthcare

2004 – 2013 | Salt Lake City, UT

Clinical Technology Manager (2007 – 2013)

- Defined clinical equipment requirements for a new hospital build, working department by department through room configuration, clinician workflow, and bedside use. Managed a \$10M+ annual equipment budget for a hospital serving 100,000+ patients annually.
- Evaluated and selected major clinical systems, including infusion and feeding pumps, alongside clinical engineers and the nursing staff who used them daily.
- Served on cross-functional oversight groups including the Vocera advisory committee, reviewing real-world usage with stakeholders and setting usage standards from those findings.
- Led FDA reporting and equipment failure investigations, several of which resulted in nationwide recalls.

Nurse Clinic Manager (2006 – 2007) · Intensive Care Nurse (2004 – 2006)

- Supervised clinical staff across multiple specialties; partnered with physicians to improve workflows in a high-volume outpatient setting.
- Delivered critical care for high-acuity ICU patients, monitoring complex systems and responding to rapidly changing conditions.

EDUCATION

UX/UI Design Certification – Designlab, 2025 (480 hours)

Bachelor of Science, Nursing – University of Wyoming, Laramie, WY (2009)

Associate of Science, Nursing – Weber State University, Ogden, UT (2004)

TOOLS & SKILLS

Design and build · Figma · Framer · Webflow · Photoshop · Squarespace · HTML/CSS (reading and light editing) · AI-assisted front-end build (Claude, React)

Research · Moderated usability testing · User interviews · Transcript analysis (Otter.ai) · Google Analytics

Writing and content · Writing and editing · Content strategy · Editorial direction · Photography · Photo editing · SEO · Email and newsletter