IAN DOLAN

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LEAD PRODUCT DESIGNER | DESIGN SYSTEMS | GROWTH & ONBOARDING

BACKGROUND

Lead product designer with a decade across fintech and agritech, operating as sole design authority or embedded senior on teams of up to ten. Builds systems that scale past the designer: design systems, self-serve tooling, and onboarding that let Marketing, Engineering, and new hires ship without a bottleneck. Diagnoses why users stall, then rebuilds the journey around what converts, with accessibility built in from the start.

SKILLS

- Product Strategy
- Design Systems
- Prototyping & User Testing
- Accessible Design
- Design Ops
- Cross-Team Collaboration
- Metrics & Data Analytics
- Hiring & Onboarding

SOFTWARE

- Figma
- Webflow
- Illustrator
- Photoshop
- InDesign
- After Effects
- HTML/CSS/JS Heap
- Google Analytics
- Strapi
- Lottie
- FigJam

EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design — Auburn University of Montgomery

EXPERIENCE

Lead Product Designer

Tendy | NYC — Fintech | 2024 - Current

Own product design end to end for P2P payment app, partnering directly with founder to evolve product direction and brand. Set design system, responsive framework, and accessibility standards Marketing and Engineering build against, plus the handoff process a distributed team works within.

- Diagnosed trust gap between in-person-onboarded power users and organic users through research across email and existing-user metrics, then rebuilt early and mid-stage journey around "show, don't tell" model, cutting new-user transaction cancellations 28%.
- Built and documented design system and component library from ground up, cutting design-to-dev handoff time 25% and letting Marketing and Engineering ship on-brand without design review.
- Partnered with founder to define and ship net-new rewards program, incentivizing sustained engagement and lifting repeat transactions among lapsed users.
- Prototyped and tested payment flows against real user behavior, resolving friction points before development and reducing rework on shipped features.
- Refreshed marketing collateral and app store pages into cohesive brand system, establishing consistent positioning across touchpoints.

Senior UX Designer

Gro Intelligence | NYC — Agritech | 2021 - 2024

Joined mid-level and promoted to senior on ten-person team of designers and researchers, taking on project ownership as scope expanded across the marketing site, executive requests, data visualization, and explainer video work. Authored the onboarding curriculum every incoming designer worked through and led new hires through it personally.

- Authored onboarding curriculum, complete with exercises and check-ins, and personally led multiple new hires through it.
- Rebuilt inherited Strapi site to WCAG standards, unblocking Content and Marketing to publish independently across devices without developer support.
- Owned 30+ page marketing site as standing responsibility, evolving brand identity and accessibility as company positioning shifted.
- Designed and templatized C-suite promotional materials through close collaboration with executive leadership.
- Grew social media audiences 50%+ via adaptive, evergreen templates that increased content output.

UI/UX Designer & Illustrator

GOBankingRates | LA — Fintech | 2018 - 2020

Owned design end to end for editorial and social output on five-person team under creative lead, embedded with Content, Editorial, and Marketing across a staff of 175. Built the self-serve request system that let non-designers ship on-brand work without routing through design.

- Developed self-serve workflow for branded infographics that boosted time on page 20% for editorial content.
- Created social media templates through close collaboration with Marketing team, leading to 35% audience growth.
- Designed editorial illustrations for article series republished by MSN Money, Yahoo Finance, and MarketWatch.
- Mentored interns and new hires through structured feedback, resulting in promotions and full-time conversions.

Assistant Art Director & Animator

StoryBlaster | LA — SaaS / Crowdfunding | 2017 - 2018

Built visual asset library and drove motion graphics initiative with executive input.

- Generated 200+ bespoke illustrations within pre-established design guidelines, contributing to brand unity.
- Shaped company's evolving visual identity through creative collaboration with founders and peers.
- Led motion graphics and animation creation, launching supplementary library of animated content for clients.