Wendell Barton
Senior Product Designer

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WORK EXPERIENCE

Mode Mobile – Senior Product Designer
DEC 2021 – PRESENT, REMOTE

Product Design: Collaborates with senior leadership to define platform enhancements. Operates alongside product and engineering teams to ship new features from ideation to production. Defines the quarterly product design roadmap. Leads UX research efforts to identify pain points and improvements. Champion of both user and business needs.

Accolades: Introduced and co-authored an improved design system. Implemented a new async research initiative, driving a 300% increase in user research frequency and major improvements to efficiency.

ConnectworX – Head of Product Design
DEC 2020 – SEPT 2021, REMOTE

Leadership: Remotely recruited, built and managed engineering, product, and marketing teams across 5 time zones. Defined the project roadmap, team responsibilities, and cross-team collaboration schedule.

Product Design: Designed 120+ core product wireframes for an enterprise-level B2B solution. Delivered a unified design system, toolkits, and components for a CMS with complex user roles. Drafted all information architecture. Carried the product from ideation to MVP phase and through 2 major versions. Co-authored all documentation.

Accolades: Led the release of V2 which grew the avg. number of users per instance by 2150% and increased revenue by 33% from V1. Platform speakers included Michelle Obama and Whitney Wolfe Herd (CEO, Bumble).

BrainXchange – Chief Marketing Officer
AUG 2019 – JAN 2021, REMOTE/NEW YORK CITY, NY

Leadership: Served as the face of Brainxchange for company experiences and partnerships, including presenting at digital events and securing enterprise clients.

Product Design: Authored an API-based marketing automation to feed users personalized content based on interaction history, reducing manual workload by 20%. Re-designed purchasing user flow and associated data collection processes, generating a 28% growth in completed purchases.

Accolades: Net revenue increased by 30-50% per year while acting as CMO. Grew number of active/engaged users by 53%.

EDUCATION

Graphic Design – B.S.
PORTLAND STATE UNIV. (2013 – 2017)

User Experience Design – Cert.
INTERACTION DESIGN FOUNDATION (2018)

MENTORSHIP

GitFitCode – Design Mentor
GITFITCODE COMMUNITY (2020 – PRES.)

Offer 1-on-1 mentorship and bi-weekly design seminars to an online dev. community

Skills

Design Management

Reflective Leadership style, seeking to understand motivations, inspire positive growth, and encourage self-sufficiency

Design Process

Scientific approach to roadmapping, architecture, feature prioritization, prototyping, and success metrics

Tools

Prototype

Figma, Adobe XD, Miro, Whimsical

Design

Adobe Illustrator, Sketch, Photoshop

Remote Collab

Slack, TeamViewer, Discord, Zoom

Agile

Atlassian, Notion, Asana, Pivotal, Mondays