# DJ Brinkerhoff

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## WORK EXPERIENCE

### Director of Product Design                                                  Remote
**Parallel Markets • May 2022 - Mar 2024**

- First design hire, tasked with leveling up product and brand
- Initiated and led repositioning from investor accreditation to enterprise identity, KYB, and data management, unlocking over $1m in new sales
- Collaborated with CTO and engineering management to develop a roadmap that led to a 7% increase in sales and a seamless user experience for new and existing customers
- Championed user-centric product strategy for KYC and KYB, driving 9% improvement in key flow dropoff rates and increasing TAM
- Developed new PRD and product lifecycle system to drive alignment and velocity

### Principal Product Designer                                                  Remote
**LiveControl • Dec 2021 - May 2022**

- Created new dashboard that drove total order value up by 9%
- Prototyped computer vision and camera operator software

### Head of Product Design                                                  Los Angeles
**Science 37 • Nov 2020 - Dec 2021**

- Converted internal clinical trial tool into a commercial SaaS offering, increasing the sales pipeline from $25M to $150M
- Scaled the design team from 2 to 17, including FTE, contractors, and agency partners, inclusive of managers, designers, researchers, and front end developers.
- Led all product design including telemedicine, patient app, scheduling, custom form builder supporting eCOA, and the complete study build and study conduct platform
- Raised the internal reputation and awareness of design through facilitation, representation, and north star visioning projects

### Head of Design                                                  Los Angeles
**The Black Tux • Aug 2018 - Jul 2020**

- Led a nine person end-to-end experience design team, ensuring the quality and consistency of the customer journey.
- Redesigned the checkout flow, improving completion rates by 11%
- Led the design of a new exchange flow, integrating content and contextual education, decreasing average ticket handle times from 11 minutes to 7 minutes
- Initiated customer development and generative research, delivering new personas to guide strategy and product development
- Successfully merged the brand and product design teams into a singular, end-to-end experience design team

- Principal designer for The Black Tux's entry into D2C retail, reconciling user needs, business goals, and technical requirements
- Reimagined shopping for event-based formal wear, including research, prototyping, interaction design, creative direction, and product development

### Director of Product Design                                                    Washington D.C.
**The Atlantic • Oct 2015 - Aug 2018**

- Design director responsible for all of The Atlantic's digital products and marketing communications
- Led the redesign of flagship iOS app, increasing revenue 95%
- Grew design team from one to five, documenting roles and outlining a career path
- Principal designer on major initiatives: consumer revenue, article page rebuild, and new membership program
- Implemented a culture of prototyping and user testing; deployed the Google Sprint methodology to test product concepts
- Work closely with the engineering team to plan and execute the first design system

### Instructor                                                                    Washington D.C.
**General Assembly • Jun 2016 - Jul 2018**

- Plan, write, and teach 10 week part-time course on user experience design and 8 week course on visual design
- Lecture on topics such as user research, prototyping, and typography
- Mentor students in design praxis and career strategy

### Product Designer • Full-time                                                  El Cajon, CA
**Graphic Business Solutions, Inc. • May 2012 - Sep 2015**


## EDUCATION

### Bachelor of Arts (B.A.) in Religious Studies, English Literature & Writing
Azusa Pacific University