Sean Gordon Wittmeyer

Senior product designer crafting digital experiences and leading design from discovery through delivery.

- Multidisciplinary design background merging experience as a licensed architect with over a decade of product design, UI/UX, product strategy, story telling, business development and team building.
- Proven track record in designing and delivering interfaces, workflows, and tools for the AEC industry, as well as contributing to product strategy, roadmapping, and mining user and market data.
- Skilled in user research, prototyping, and cross-functional collaboration, with a passion for sustainable, functional, and beautiful applications and systems.

Experience

2023-2024 — Product Strategist
Outer Labs, *Portland, Oregon (Remote), outerlabs.io*

I lead the business development team that outlined growth opportunities for the company and facilitated workshops for alignment with the C-suite and product leadership.

- Lead user interviews and communicated findings as part of feature discovery.
- Developed a sales funnel for prospecting and validating enterprise client services contracts.
- Designed a customer onboarding workflow and identified customer pain points.
- Spearheaded market research and analysis using Dovetail to communicate findings.

2022-2023 — Lead Product Designer
Modumate, *San Francisco, California (Remote), modumate.com*

I launched a go-to-market strategy and onboarding journey that increased signups by 2,000% and paid accounts by 600% and lead product design laying a foundation to scale the product.

- Designed a seamless onboarding experience reducing churn and customer acquisition costs.
- Interviewed and synthesized data from over 300 customers interviews driving the roadmap.
- Created Modumate's UX Design System and sped up engineering for design system integration.
- Lead strategy and design for a product marketplace creating a new revenue stream.

2020-2022 — Product Design Manager, Senior Project Architect
New Avenue Homes, *Berkeley, California (Remote), newavenuehomes.com*

Designed and managed 12 residential remodels and spearheaded the design of the New Avenue app streamlining project management for homeowners and builders.

- Lead strategy and roadmap for app feature development
- Designed a new file center and streamlined project delivery with templates and standards.
- Designed finance workflows consolidating payments reducing overhead and errors.
- Coordinated client and team onboarding to the new app reducing documentation errors.

2016-2020 — Project Architect and Product Designer
ZGF Architects, *Portland, Oregon, zgf.com*

Worked on large scale medical projects as a project architect and in-house technologist delivering reusable, high performance design tools used across project teams.

- Designed and developed Pylos, a knowledge sharing platform for design tools and resources.
- Designed developing digital tools for energy, carbon, and human wellness analysis.
- Supported teams designing tools and visualizations for medical planning, massing and programming, master planning, envelope detailing, and client and stakeholder management.

2004-2016 — Designer and Founder
Zilifone Design, *Fort Collins, Colorado, zilifone.net*

Designed and developed over 300 commercial apps and websites from ideation to launch. Focused on apps for veterinary clinics, wellness centers, vineyards, higher education and knowledge repositories.

- Redesigned EddyFlower, a kayaking community database increasing signups by 30%, crowdsourced conditions reports by 44% and increased affiliate sales directly leading to the sale of the platform.
- Designed and developed Camper, a summer camp management platform that processed $3M in payments and over 8,000 activity registrations, and sped up reporting in it's first year.
- Managed partnership with Comcast and Dish Network delivering small business websites.

Education

Master of Urban Design
Thesis in Complex Adaptive Systems
Iowa State University, *Ames, Iowa*

Master of Architecture
Thesis in Net-zero Energy Design
Iowa State University, *Ames, Iowa*

Bachelor of Environmental Design
University of Colorado, *Boulder, Colorado*

Skills

Interaction Design: Craft efficient, accessible, and impactful interfaces.

User Research: Drive design with methodologies like surveys, A/B testing, interviews, and analytics.

Prototyping: Create wireframes and high-fidelity mockups using Figma, and build working prototypes with HTML/CSS/JS.

Product Strategy: Define OKRs, connect product teams, and align with company vision.

Entrepreneurship: Thrive in startups, leveraging AEC expertise and founding experience.

Architecture: Licensed architect with experience in diverse projects including labs, healthcare facilities, and residential homes and remodels.

Contact

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References and portfolio available upon request.

Portfolio →

https://sean.wittmeyer.io/