Sean Gordon Wittmeyer

Senior Product Designer • UX Strategist • Product Thinker
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I design and scale user-centered products that simplify complex workflows.

With a background in architecture, computational design, and software development, I bring a structured approach to problem-solving—blending UX, strategy, and systems thinking to build digital products that are intuitive, efficient, and revenue-driven.

Experience

Senior Product Designer – Waterworks Studio
Portland, Oregon, *April 2024 - Present*

Refine UX, scale products, and validate ideas for startups and teams.

- **Game Design:** Designed and published 3+ board games, developing multilingual UI and scalable iconography.
- **AI-Powered Design and Testing:** Built a game mechanics testing tool leveraging AI for balance validation.
- **3D Prototyping and Marketing Assets:** Created 3D models and assets for digital and physical product testing.
- **SaaS and UX Consulting:** Partnering with startups on research, user experience, and product-market fit validation.

Product Strategist – Outer Labs
Berkeley, California, *September 2023 - April 2024*

Brought strategic clarity and a roadmap to complex real estate SaaS products.

- **Designed a real estate insights platform** to unlock new revenue streams, from UX research to prototype validation.
- **Led competitive analysis** and workflow mapping to define high-impact use cases and inform product vision.
- **Ran workshops for leadership and engineering** to align priorities and accelerate product-market fit.
- **Supported UX research for Google's 3D modeling and forecasting tools.**

Lead Product Designer – Modumate
San Francisco, California, *March 2022 - August 2023*

Drove product-led growth and UX optimization for next-gen architecture 3D modeling software.

- **Increased subscriptions by 600%** by designing an intuitive onboarding experience backed by user insights.
- **Conducted 200+ user interviews** and A/B tests to refine core workflows and improve engagement.
- **Built a scalable design system** with engineering, integrating accessibility and UI consistency across platforms.
- **Led financial and material reporting strategy**, unlocking a key user need among builders.

Technical Design Manager – New Avenue
Berkeley, California, *August 2020 - March 2022*

Redesigned a fragmented construction management platform into an intuitive, scalable tool.

- **Streamlined project workflows** to improve communication, approvals, and document sharing.
- **Cut manual accounting efforts by 50%** by integrating payments directly into the platform.
- **Owned product UX** from research to design implementation, collaborating closely with engineering.

Education

Iowa State University – Master of Architecture, Master of Urban Design (thesis in game theory)
University of Colorado at Boulder – Bachelor of Environmental Design

Core Skills

Product Design & UX: User research, wireframing, prototyping, design systems, accessibility (WCAG), information architecture.
Product Strategy & Growth: UX strategy, competitive analysis, A/B testing, onboarding optimization, workflow automation.
Cross-Functional Leadership: Engineering collaboration, stakeholder alignment, Agile workflows, go-to-market strategy.
Tech & Tools: Figma, Loom, Jira, Retool, n8n, Rive, Protopie, Miro, Dovetail, Unity, Unreal, Adobe CS, HTML/CSS/JS/PHP.