# Sean Gordon Wittmeyer

Senior Product Designer • Strategist • Architect
Portland, Oregon (open to relocation) • sean@wittmeyer.io • (970) 219-2477 • Portfolio · LinkedIn

sw/

## I design and scale user-centered products that simplify complex workflows.

I design user-centered, compliance-minded products that simplify complex workflows. Trained in architecture and systems thinking, I bring a multi-disciplinary blend of UX, strategy, marketing, and engineering collaboration to ship intuitive, efficient, revenue-driving tools—especially for dense, design- and rules-heavy interfaces.

## Experience

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

Designing and publishing digital and physical products, and validating ideas for startups and teams.

- **Game Design:** Designed and published 5+ board games, overseeing art direction and offshore manufacturing.
- **AI-Powered Design and Testing:** Built a game mechanics testing tool leveraging AI for balance validation.
- **SaaS and UX Consulting:** Partnered with startups on research, user experience, and product-market fit validation.

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

Developed and validated diversification opportunities and supported Google's in-house real estate SaaS products.

- **Validated 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 internal 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.
- **Designed a product marketplace** and validated a new revenue stream through manufacturer partnerships.

**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, code compliance, approvals, and document sharing.
- **Cut manual accounting efforts by 50%** by integrating payments directly into the platform.
- **Owned product UX** from research to deployment and onboarding, collaborating closely with engineering.

**Architect & Computational Designer –** ZGF Architects
Portland, Oregon, *May 2016 - March 2020*

In-house sustainability and computational design specialist and project architect on over a dozen projects.

- **Designed and launched Pylos,** an internal sustainability and design tools repository used by 400+ architects.
- **Managed BIM models,** created computational design scripts, and established design workflows.
- **Served as a project architect** and designed, documented, and oversaw code and regulatory compliance for over $2B in architectural projects including hospitals, offices, campus masterplans.

**Lead UI/UX Designer –** Camper (Zilifone)
Fort Collins, Colorado, *February 2014 - August 2016*

Built and scaled a registration and payments platform serving summer camps in the Mountain West .

- **Designed and developed a fully responsive app** supporting 70,000+ users across a dozen organizations.
- **Conducted extensive user research** to streamline complex family and multi-session registration workflows.
- **Introduced integrated e-commerce** for preorders, add-ons, and fee collection reducing manual processing by 65%.
- **Oversaw customer onboarding, technical support, and rapid iterative development cycles as a solo founder.**

## Education

**Iowa State University** – Master of Architecture, Master of Urban Design (thesis in complex systems design & game theory)
**University of Colorado at Boulder** – Bachelor of Environmental Design
**Registered Architect** in Colorado and Oregon

## Core Skills

**Product Design & UX:** User research, wireframing, prototyping, design systems,  Cline/Claude/v0, and accessibility (WCAG).
**Product Strategy & Growth:** UX strategy, competitive analysis, A/B testing, onboarding optimization, workflow automation.
**Product Instrumentation:** GA4, Looker, R; event taxonomy design, funnels/cohorts, search telemetry; Retool dashboards.
**Cross-Functional Leadership:** Engineering collaboration, stakeholder alignment, Agile workflows, go-to-market strategy.
**Tech & Tools:** Figma, Loom, Jira, Retool, R, n8n, Rive, Protopie, Miro, Dovetail, Unreal, Adobe/Affinity, LAMP, various AI/LLM.
**Architecture:** Licensed Architect (Colorado, Oregon); Code Compliance, Consultant Coordination; Revit, Rhino, BIM.

## Early Career Highlights

- **Freelance Web Designer & Developer | Zilifone (2008–2016):** Designed and developed 200+ web and managed IT startups, wineries, universities, and real estate companies in Colorado and France. Designed marketing sites as a Comcast Advertising partner in Northern Colorado. Led projects from ideation through delivery and onboarding and later focused on in-house applications for real estate firms and veterinary clinics.
- **Web Designer and Developer | Beagle Score (2014–2016):** Designed a Go Code Colorado-winning financial scoring platform. Founded the startup and expanded the team to build out the Beagle Score widget and app with support of the State of Colorado. Led the sale of the app and IP transfer to the Secretary of State of Colorado.
- **Technology Director | Stuart Batty Enterprises (2009-2014):** Managed IT services, budgeting, and equipment acquisition while designing customer-facing and in-house apps for manufacturing, marketing, and customer service. Established a direct to consumer e-commerce platform for sales and integrated systems for sales through Amazon, Granger, and Home Depot through systems integrations. Led the deployment of SAP ERP, integrated Apple IT systems for manufacturing, built an online catalog and e-commerce store connected to the company's ERP, and consolidated on-premise IT infrastructure for video production, security, and cybersecurity.

## How I Work

I thrive at the intersection of design, business, and engineering. My approach is:

✔ **Design Thinking**: I combine human-centered design with a deep focus on craft, ensuring thoughtful, well-crafted experiences through iterative prototyping and user insights.
✔ **Data-Driven**: Access to data and customers allows me to make design decisions backed by insights and research.
✔ **Scalable Thinking**: I design for now but build systems that scale, focusing on engineering efficiency.
✔ **Collaboration First**: I thrive when all stakeholders are part of the team and have a seat at the table.
✔ **Early Adopter**: I stay ahead of the latest research, design trends, and tools to bring the best designs to the product. My latest focus has been on the utilization of customized LLMs in AEC and systems design and v0/Claude vibe coding.

## References

The following are coworkers and managers I have worked with and are available to discuss my skills and contributions to companies in past roles.

**Richman Neumann**, CEO of Modumate
richman.neumann@gmail.com

**Jordan Gowen**, Director of Product Strategy at Outer Labs
jordanhgowen@gmail.com

**Jayse Brock**, CTO of New Avenue
jayse.brock@gmail.com

## Let's Talk

I help teams build products that people love, *and I'd love to talk about joining yours!*