Brent Palmer

brentpalmer.design | brntpalmer@gmail.com

Austin, TX | (512) 939-2848

Background

I lead remote Product Design teams from Austin, TX. I am passionate about culture building, collaboration, and shipping beautiful interfaces. My style is warm, authentic, and grounded in practical strategies.

Experience

Brent Palmer Design LLC

Freelance

Jan 2021 – Present | Remote

Work closely with founders of early-stage software companies, helping five startups go from idea to landing their first big investment in just eleven months. Primary services include rapid prototyping, MVP design systems, and conducting user interviews. Clients included Dell, Instacart, Concierge, Prospyr, Tango, and LoudCrowd.

Mixpanel (YC 09)

Product Design Manager

Jun 2022 – Aug 2023 | Remote

Grew the product design team from four to nine members in six months. Overhauled the career leveling for the design department, resulting in a 12% boost in employee satisfaction. Founded the user research division at Mixpanel. Responsible for team KPIs including ARR, implementation rate, customer satisfaction score, and customer retention.

Fast

Director of Product Design, Seller Tools

Feb 2022 – Apr 2022 | Remote

I managed four direct reports across four product groups and ensured my team shipped valuable, usable, accessible, high-quality features. I worked closely with Product and Engineering Directors to roadmap plan, define OKRs, and ship tools to Fast's Enterprise customers.

Point Health

Principal Product Designer

Sep 2020 – Jan 2021 | Austin, TX

Launched the Point Health mobile app for iOS and Android, achieving 2,000 monthly active users in the first quarter of 2021. Developed the inaugural Confetti design system for both mobile and web at Point Health, and supervised a Brand Designer and a Senior Product Designer.

Proof (YC W18)

Senior Lead, Product Design

Jun 2019 – Sep 2020 | Austin, TX

I led all design work-streams for Proof Experiences and saw MRR increase 300% in 1H of 2020. I spearheaded the design and go-to-market strategy for the launch of Proof Experiences and saw 14% WoW growth in free trial accounts created. I redesigned the Proof marketing site, which decreased the bounce rate from 40.3% to 24.9% in 3 months.

Carwow

Design Lead

Jul 2018 – Apr 2019 | London, UK

I created the Consumer Insights Team (CIT), which included a Data Analyst Lead, a User Research Manager, and the Head of Customer Support. I led a team of four designers across our Consumer division. I consolidated user research tools and saved £12k per year. I increased employee engagement scores by 28% by introducing a 6x6 career development framework.

Zendesk

Product Design Manager

May 2016 – Jul 2018 | Montpellier, FR

I designed the first version of Zendesk Explore—a $50M business with 9,500+ customers. I created personas from 70+ customer interviews in 6 months during Zendesk Explore's Alpha and Beta phases. I oversaw product design efforts for Query Builder, which drove a 10% attachment rate for trial customers. I defined the direction, process, and principles for data visualization across Zendesk. I hired and managed a Senior Product Designer.

TrendKite

Director of User Experience

Dec 2014 – Apr 2016 | Austin, TX

I ran the design practice at TrendKite (Acquired by Cision NYSE:CISN for $225 million). I designed the first version of the core analytics product that saw daily active users grow 200% in six months and $25M in ARR. I hired and coached a Senior Brand Designer and built tooling and processes to gather user insights for roadmap planning.

Expero

Lead Visual Designer

Oct 2013 – Dec 2014 | Austin, TX

I was responsible for the visual design definition, direction, and execution of a given project. I supported product management teams regarding UX strategy, requirements gathering, and release planning. I applied appropriate user testing methodologies such as observation, card sorting, interviews, and surveys. Clients included TaskTop, SiliconLabs, and Shell Oil.

PayPal

Lead UX Designer

Nov 2011 – May 2013 | Austin, TX

I piloted PayPal point-of-sale program with 12 international retailers bringing in $12M in revenue. I conveyed point-of-sale strategy, UI standards, and touchscreen methodologies to PayPal leadership. I managed a team of contractors that developed the first form factor guidelines for PIN pads.

Additional experience