

Calin Brackin

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Portfolio: www.calbrackin.com

Consulting: <https://designgoodworks.com/>

Work Experience

Sr. Product and Brand Designer

Design Good Works

Boulder, CO

12/2023 - Present

Design studio consulting with businesses and organizations for product and brand expertise

- United States Digital Response consulting for a discovery, research, and re-design sprint of the home landing page to increase lead engagement with government entities
- Cover Whale consulting engagement to design the next version of their platform focused on enhancing agent and administration experience of their insurtech product
- Leading client relationships and delivering product and brand design assets for businesses, governments, non-profits, and organizations

Sr. Product Designer/ Design Lead

LuckyTruck

Boulder, CO

2/2022 - 7/2024

Fast-paced startup in the trucking insurance space

- Leading product design of the company's shipped product
- Lead creator for user journeys, wireframes, prototypes, and design systems
- 85% increase in user-testing sessions using qualitative/quantitative mixed methods (A/B, 5- second, survey, task-based testing, interviews). User research results in significant product improvements by discovering friction points and opportunities
- On leadership team connecting business goals with user needs and representative for cross- functional team with product managers and developers
- Built the company's low-code website with a 322% increase in website growth (within 4 months) resulting in measurable SEO traction and website engagement
- Leading brand initiatives, including all marketing initiatives and tracking, and delivering brand guidelines to build awareness and interest to acquire and retain customers

Product and Brand Designer

Stay Gold Design Agency

Denver, CO

Sept 2021 - Sept 2022

Design agency consulting to major companies for product and brand expertise and delivery

- Provided brand and UX consultation for PricewaterhouseCoopers (PWC)
- Lead, collaborated on, and presented assets for clients (PepsiCo, Hilton, Jiffy Lube, Sauza Tequila, Outdoorsy), startups (LuckyTruck, D/XYZ, XPV), school districts, and non-profits
- Engaged in product design tasks including user research, user stories, prototyping, information architecture, with annotated handoffs for engineers
- Delivered strategic perspective and brand assets including marketing materials, style guides, website designs, and strategic illustrated journey maps
- Delivered low and high fidelity designs while integrating client feedback into iterations

Product and Brand Designer

On Board Innovations

Jackson Hole, WY

8/2018 - 8/2021

Design consulting to government, non-profits, and businesses for brand and comm's products

- Strategic Communication Designer, brand, and owner of a design agency consulting business
- Designed communication products utilizing illustration and animation for clients wanting to deliver products to audiences encouraging decision-making to achieve change

Creative Director & Marketing

Jackson Hole Public Art

Jackson Hole, WY

7/2017 - 1/2019

Design-led community development non-profit using public art to build community

- \$5500: Raised and donated for mental health services from a service design project to de-stigmatize mental health experiences and connect citizens to local mental health resources
- \$307,500: Project expenses managed and turned into 11 unique projects
- 11: Initiated, led, and mentored designers on unique projects while engaging in end-to-end design and execution including ideation, content strategy, prototypes, and marketing

Range of Experience

- 4 years product design
- 4 years design consulting (brand & strategic communication)
- 10 years community development (AmeriCorps, Peace Corps - Mongolia, Clinton Fellow - India)

Breadth of Experience

- Prototyping
- User Research
- Interaction Design
- Visual Design
- Illustration

Primary Tools

- Figma
- Framer
- Adobe Creative Suite
- Rive
- Basic HTML/CSS

Education

Master's degree - UX & Web Design

University of Colorado - Boulder

GPA: 4.0 of a maximum 4.0

Master's degree - International Studies

University of Wyoming

GPA: 4.0 of a maximum 4.0

Bachelor's degree - International Studies

University of Oregon