

Adam Carbeck

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Senior Product Designer with 10 years specializing in B2B mortgage and enterprise tools. Currently at Rocket Mortgage designing broker-facing tools that serve 17,200+ loan officers processing \$100B in annual loan volume. Deep expertise in complex workflows, mortgage domain knowledge, and designing for time-sensitive professional workflows.

Senior Product Designer

Rocket Mortgage - Detroit, Michigan

July 2021 – Present

- Designed DSCR loan product integration generating \$160M in incremental loan volume within first 6 months of launch.
- Led 0-to-1 design for “Right Track,” an AI chat assistant that diagnoses stuck loans and surfaces viable paths to closing; took a broker-submitted idea to a working prototype in ~2 months, demoed at Rocket’s flagship RPX conference, and greenlit for production.
- Designed homepage and loan dashboard for Rocket Pro portal rebuild, part of full platform teardown including new app shell, AI integration, and information architecture.
- Led design for loan editing workflows enabling brokers to self-serve loan modifications, reducing support touches by 35% for partners who adopted the feature.
- Created broker shadowing program connecting designers directly to field operations.
- Led 0-to-1 discovery and design for broker notification system, establishing information architecture and interaction patterns for high-frequency, time-sensitive communications.
- Led team migration from SPARK to R4 design system, establishing component library and documentation for Rocket Pro platform.
- Mentored designers across 3 intern cohorts and peer designers on user research methods, design critique, and portfolio development

User Experience Designer

Decypher Corporation - Berkley, Michigan

May 2016 – July 2021

- Designed enterprise SaaS dashboards and workflow tools for insurance industry clients, focusing on data-heavy interfaces for claims processing and policy management.
- Built atomic design system reducing design-to-dev handoff time and cross-product inconsistencies.
- Delivered KPI dashboards and data visualization tools enabling real-time claims monitoring.
- Established accessibility review process integrated into QA workflow.
- Collaborated with engineering and product to translate complex insurance domain logic into intuitive interfaces.

Skills

- Design: Figma, prototyping, design systems, user research, usability testing
- Domain: Mortgage origination, broker workflows, compliance requirements, B2B SaaS
- Emerging: AI-assisted design (V0, Figma Make), workflow automation

Education

BA, Advertising - Michigan State University

August 2012 – May 2016