

Collin Fall

Senior Product Designer

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SUMMARY

Senior Product Designer with 10 years of experience leading cross-functional teams to design and ship user-centric solutions for web and mobile platforms. Experienced in delivering exceptional service design, solving complex problems, and improving workflows. Proven ability to collaborate with executive leadership as well as cross-functional teams to design innovative, scalable solutions that drive meaningful business outcomes.

SKILLS

Product strategy, design leadership, AI/UX, UI/UX design, design systems creation and management, prototyping, user research, stakeholder management, cross-functional collaboration, data-driven design, visual design, service design, wireframing, user-centered design, information architecture, 0-to-1 product design, accessibility, retention-focused design.

TOOLS

Figma, Zeplin, Miro, JIRA, Confluence, Maze, ChatGPT, Lovable, Shadcn, Claude Design, Storybook, Framer, Cursor

EXPERIENCE

Aspire - Senior Product Designer Oct 2025 – Mar 2026

- Led an autonomous product development pod to design a new centralized hub consolidating user-generated-content review and action-taking (approval, boosting, ad management) into a single workflow, replacing a fragmented, multi-step process.
- Partnered with a Product Manager on a 3-day redesign of the platform's budgeting tool after sustained user complaints and a churn threat from one of the platform's top 10 accounts by revenue were escalated by the CEO. The redesign retained the account and earned positive feedback from other high-value users.
- Redesigned the platform's global user settings experience end-to-end as the sole designer, reducing time-to-value for new users and drawing consistently positive feedback from users, stakeholders and cross-functional teams.
- Redesigned the platform homepage to shorten the path from login to action, spotlighting core workflows (creator discovery, UGC review, quick actions like ad creation) that drive users toward the platform's core value.

GRIN - Senior Product Designer Oct 2023 – Jul 2025

- Partnered with engineers and executive leadership on an experimental in-platform agentic AI assistant capable of autonomously completing creator discovery workflows, resulting in a 300% increase in task completion speed.
- Led a redesign of the platform homepage to surface high-priority user metrics and deliver a more modern, intuitive visual experience, improving user satisfaction and engagement on key product features.
- Led an autonomous product development pod, streamlining new user onboarding and accelerating time-to-value.
- Collaborated with engineers to overhaul the Chrome extension, reducing user friction and streamlining workflow while achieving accelerated adoption and a 4.3 rating in the Chrome Web Store.

Lessen - Senior Product Designer Apr 2022 – Oct 2023

- Directed end-to-end design efforts for large-scale initiatives across a two-sided marketplace, ensuring cohesive user experiences and driving measurable increases in product adoption.
- Aligned cross-functional teams including PMs, EMs, and stakeholders around shared product goals, enabling the timely delivery of high-impact features.
- Redesigned Command Center, Lessen's operational backbone, streamlining workflows and reducing project completion time by 20%.

CVS Health - Product Designer Nov 2020 – Apr 2022

- Spearheaded internal tool modernization efforts, improving task efficiency by 70%.
- Conducted user interviews and usability testing to shape workflows and UI decisions.
- Presented design strategies to executive leadership to influence prioritization and vision.

InkSoft - Product Designer Jun 2016 – Oct 2020

- Designed quoting tools, production calendars, and mobile-first checkout flows for a B2B SaaS e-commerce platform.
- Reduced cart abandonment by 42% and contributed to a platform generating \$250M+ in user revenue annually.
- Conducted research, wrote requirements, and collaborated closely with engineering throughout the product lifecycle.