

# Indy Judd


## Product Designer


 indyjuddux@gmail.com


 801 • 889 • 8624


 indyjudd.com


## Experience


-  **Principal Product Designer @ The Change Company** DEC 2020 - PRESENT

  - Led design from conception through go-to-market on three Fintech products: a mortgage preapproval tool, an e-commerce experience for brokers purchasing mortgage securities for banks, and a banking app to assist underbanked and unbanked users with the difficulties of being low-income
  - Worked with technology and product stakeholders to develop internal processes from scratch
-  **Brand, Product, & Experience Design @ Radical\_Eyez** APR 2020 - PRESENT

  - Brand developed to provide design services to activist groups, artists, and niche fashion clients
-  **Product Designer @ Rainfocus** SEP 2019 - APR 2020


  - Delivered green-field project on time which automated workflows, shifted work from in-house to SaaS delivery, and saved countless hours while generating better outcomes
  - Helmed a large scale, product-level research initiative, introducing new methodologies and producing artifacts that ensured high levels of alignment
  - Built and improved Design process within Scrum framework, proactively educating the team on best practices while learning about theirs as well
-  **UX Designer @ Symantec** APR 2018 - SEP 2019


  - Spearheaded creation of design system, eventually leading to company-wide standardization effort
  - Educated nondesigners on the value of design done right; established cross-functional process
  - Work on multiple products defining success metrics, getting team buy-in on product vision, research, sketching for minimal input/maximum output, UI design, prototyping and testing, presenting, etc.
-  **UX Design Mentor @ DevMountain** JAN 2018 - APR 2019


  - Answering questions, providing guidance, teaching, running workshops, helping students however I can
  - Ask questions of students to facilitate critical thinking and dialogue
  - Provide real world context for why and how methodologies/theory are effective
-  **UX Designer @ Tölvur** FEB 2018 - MAR 2018

  - Created landing page to measure & increase interest, as well as validate business ideas
  - Assisted with the creation of a growth hacking and marketing plan
  - Created branding for Tölvur with feedback from CEO
  - Furnished an investor pitch deck designed to persuade

## Education

-  **d.MBA** OCT 2018 - JAN 2019

  - First business course from former IDEO business designer, Alen Faljic, developed specifically for designers
  - Material included industry and competitor analysis, business models and strategies, metrics for business and design, and prototyping with numbers
-  **DevMountain** AUG 2017 - DEC 2017

  - Partially self-taught with articles, courses, and books before enrolling in DevMountain to gain access to direct mentorship and project curriculum
  - Learned from senior level designers to design directors from companies like InMoment and Lucid
  - I maximally leveraged my time there by reducing my hours at work and spending all free time practicing, reading, and speaking with my mentors and instructors
-  **Salt Lake Community College** JAN 2016 - MAY 2017

  - Enrolled in the Architecture program where I became familiar with design thinking and other design principles
  - After researching UX Design, determined I would prefer the faster iterative cycle and more quantifiable impact of that discipline