

DUSTIN BRENTZ

Lead / Senior Product Designer | 13+ Years Experience | AI, UX, UI, Design Systems, & Research

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SUMMARY

Design leader with 13+ years driving end-to-end product vision, team direction, and design systems across UX/UI, research, design systems, and motion. Working deep in AI-native workflows, using tools like Claude, v0, and Lovable to accelerate prototyping and push what's possible. Known for elevating quality and shipping with clarity, I work at the intersection of craft, strategy, and collaboration to bridging design, product, and engineering by shipping work that's both beautiful and measurably effective. Mentoring designers and building cross-functional alignment are key goals for consistency and top class products.

EXPERIENCE

Lead Product Designer | Brightidea · Aug 2022 - June 2026 · Remote

- Defined and owned design direction and UX strategy across a 25+ product enterprise suite leading to an increase in product and feature adoption over previous iterations boosting interaction with users
- Evolved the design system and components improving cross-product consistency for entire product team to build initial project flows and features
- Leveraged AI-driven design workflows to increase prototyping speed and dev handoff by ~50%
- Partnered with product and marketing to unify brand and product experience across all user touch points providing a congruent flow for users and lower friction
- Aligned early and often with stakeholders, engineering, marketing, and QA teams for UX sprint planning, while finalizing the wireframing, layout, structure of projects to shape roadmap strategies for optimal execution prompting faster and more efficient project completion
- Facilitated workshops, gained alignment on motion design and how it influenced user and product adoption, delighting users and growing engagement

Senior Product Designer | Adobe (Marketo) · Jun 2018 - Jul 2022 · Portland, OR / Remote

- Mentored designers, raising team design quality, and fostering a more collaborative design culture
- Headed organizational shift from waterfall to agile design process, significantly reducing iteration cycles by ~30% and fostering business requirements
- Shipped multiple go-to-market enterprise product features from concept through production supporting large-scale marketing workflows that saved hours of setup reducing friction points globally
- Set motion design guidelines and best practices adopted across product to show user achievement and add delight to the core product
- Ran accessibility audits that evolved design and comply to WCAG standards, while reducing product frustrations for all customers

Lead Designer | The Dabbing Specialists · Apr 2017 - Jun 2018 · San Bernardino, CA

- Ran complete brand and marketing strategy to grow sales 200% over expectations for first quarter
- Oversaw e-commerce UX and user flows to generate optimal buying experience for new and return customers based on user needs
- Created full end-to-end cycle production of live in-person presence across large scale trade shows for local events from merchandise and collateral materials to social media awareness and customer acquisition and retention

Senior Product & Interaction Designer | Weedmaps · Dec 2015 - Apr 2017 · Irvine, CA

- Guided product design across mobile and responsive web for a 5M+ consumer platform integrating modern experience foundations for a new and emerging market and user base
- Drove user research and usability testing programs that directly shaped product feature direction and impacted new features incorporating them into the platform
- Took over and managed a team of 3 interaction designers to create prototypes enabling rapid iteration and stakeholder buy-in for faster alignment, empowering them to do their best work and grow their skillset

- Ran multiple learning sessions around motion design standards to build in-house knowledge of practices that would heighten the brand above competition and build customer loyalty

Senior UX / UI Designer | Fusion of Ideas · Apr 2013 - Dec 2015 · Lake Forest, CA

- Led UX / UI design for 30+ enterprise clients including but not limited to Apple, Audi, Warner Bros., and Capital One providing highest quality deliverables and repeat sales
- Delivered end-to-end digital products across mobile and web from concept through development ready specs integrating products and services into their core ecosystem
- Produced 50+ full-functioning demo and POC apps for various clients garnering numerous project bid wins for the company across a wide array of clients
- Championed in-house design think tank sessions to brainstorm cutting edge ideas for new digital technologies and apps (Apple Watch, Apple TV) to build brand awareness, innovative products and services bringing in millions of dollars in profits and new clients internally
- Aided engineering team with streamlining handoff processes to make delivery more efficient and timely for clients

UX/UI Designer, Graphic Designer & Animator | Earlier Career · Jan 2008 - Apr 2013 · Various

- Built and maintained several custom websites for personal clients
- With Jim Henson Company, efficiently animated and cleaned motion capture data for award winning "Sid the Science Kid" speeding up the animation pipeline
- Oversaw 3D animation responsibilities for iCompany Games and Ludusent Games from models, rigging and animation as well as UX/UI design for various game titles on iOS and PC
- Produced litigation graphics and digital animations for trials that impacted winning outcome for numerous trials in court

SKILLS & TOOLS

Leadership: Design Direction and Strategy, Team Mentorship, Cross-Functional Collaboration, Stakeholder Presentations and Communication, Honesty and Integrity, Confidence, Inspire Others, Commitment and Passion, Good Communicator, Decision Making Capabilities, Accountability, Delegation and Empowerment, Creativity and Innovation, Empathy, Resilience, Emotional Intelligence, Humility, Transparency, North Star Vision and Purpose

Design: UX, UI, Product Design, Design Systems, High-Fidelity Prototyping, Motion, Brand, Accessibility (WCAG), Discovery, Research, Usability Testing, Design Reviews, User Flows, Wireframing, Rapid Iteration, Design and Systems Thinking

Tools: Figma, Adobe Creative Suite, After Effects, Blender, Miro, Mural, AI Native Design (Claude, v0, Make, Lovable, others), Jira, React (familiarity)

Methods: Agile, Sprint Planning, AI-driven Design Workflows, Generative AI, LLM, Collaboration, Emerging Technologies, Storytelling, Engineering, 0-to-1 Product Development, B2B, B2C, SaaS

EDUCATION

Jacksonville State University - Bachelor's of Fine Arts in Graphic Design

Full Sail University - Associate's of Science in Computer Animation

AWARDS

6 Daytime Emmy Award Nominations: Jim Henson Company · "Sid the Science Kid"

26th Genesis Award Winner (Children's Programming): Jim Henson Company · "Sid the Science Kid"

2017 Crunchie Award Nominee: Weedmaps · Best App of the Year