

Dustin Brentz

Lead/Senior Designer | Product, Motion, Brand & Visual Systems

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SUMMARY

Design leader with 20+ years driving product vision, team direction, and design systems across UX/UI, brand, motion, animation, and gaming. Proven track record of owning end-to-end design strategy for enterprise-scale products, mentoring designers, and building cross-functional alignment between product, engineering, and marketing. Known for elevating quality and shipping with clarity.

EXPERIENCE

Brightidea | Senior Product Designer Aug 2022 - Present · Remote

- Defined and owned design direction across a 25+ product enterprise suite including Hackathons, Whiteboard, Ideation Management, AI tools, and other products.
- Evolved the design system, reducing redundant work and improving cross-product consistency
- Leveraged AI-driven design workflows to increase prototyping speed by ~50% and streamline dev handoff
- Partnered with product and marketing to unify brand and product experience across all user touch points

Adobe (Marketo) | UX Designer 3 Jun 2018 - Jul 2022 · Portland, OR / Remote

- Mentored designers, raising team design quality and fostering a more collaborative design culture
- Headed org shift from waterfall to agile design process, significantly reducing iteration cycles ~30%
- Shipped multiple go-to-market enterprise product features supporting large-scale marketing workflows
- Set motion design guidelines and best practices adopted across product
- Ran accessibility audits that evolved to WCAG compliance

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

- Ran end-to-end brand, product, and marketing strategy while overseeing e-commerce UX and live events

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

- Guided product design across mobile and responsive web for a 5M+ consumer platform
- Drove user research and usability testing programs that directly shaped product feature direction
- Created interactive prototypes enabling rapid iteration and stakeholder buy-in for faster alignment

Fusion of Ideas | Lead Digital Designer Apr 2013 - Dec 2015 · Lake Forest, CA

- Led UX/UI design for 30+ enterprise clients including Apple, Audi, Warner Bros., and Capital One
- Delivered end-to-end digital products across mobile and web from concept through dev-ready specs
- Produced ~50 full-functioning demo and POC apps for various clients

Earlier Career | Designer & Animator 2008 - 2013 · Various

- Animation, game design, and legal graphics - Jim Henson Company, iCompany Games, Ludusent Games

SKILLS & TOOLS

Leadership: Design Direction and Strategy, Team Mentorship, Cross-functional Collaboration, Stakeholder Presentations

Design: UX/UI, Product Design, Design Systems, Prototyping, Motion, Brand, Accessibility (WCAG)

Tools: Figma, Adobe Creative Suite, After Effects, Blender, AI (Claude, v0, Make, others), Jira

Methods: Design Reviews, User Research, Usability Testing, Agile/Scrum, AI-driven Design Workflows

EDUCATION

Full Sail University - AS, Computer Animation

Jacksonville State University - BFA, Graphic Design