

# Caden Damiano

## Experience

### ProducePay - AgTech - Build.Com Portfolio Company

Research and Design Lead (Feb 2022 - Present)

- Orchestrated comprehensive product ecosystem design and research, effectively directed designers without authority, and facilitated cross-functional alliances by **conducting contextual inquiry for strategic planning and agile prototyping.**
- Collaborated in an "Architecture Squad" with key stakeholders to design a financial information system, enabling an automated service fulfillment and risk profiling **while sustaining 200% YoY Revenue growth & 120% YoY Customer Retention.**
- **Streamlined design processes for a design team of 9**, integrating Continuous Discovery Habits, Object-Oriented UX, and Rapid Iterative Prototyping to ensure user-centric, effective, and scalable designs.

### Homie - Real Estate Services

Senior Product Designer (Feb 2020 - Feb 2022)

- Designed and trained ops partners to implement an offer upload tool that automates the uploading of offers to Homie's platform which **saves our listing agents 1 day of work a week.** Find it here: [platform.homie.com/buying/submit-offer](https://platform.homie.com/buying/submit-offer)
- Designed and implemented an offer compare tool that allows Homie sellers to compare offers side by side as they are uploaded which **saves our listing agents between 1-3 hours of work per listing with 2+ offers.**
- Leading development of a "smart recommendations" feature which will use data models to provide recommendations for which contract contingencies a buyer can enter to make a stronger offer. We are **aiming to save agents 20-40 minutes of work per client** when this is implemented.

### Progressive Leasing - FinTech

Product Designer (Mar 2019 - Feb 2020)

- Decreased exit rates on a normally high friction page from **42.86% down to 10.19%.** Resulting in an application experience that increased application submission rates by **32.67%** with an average application value of \$623 per customer and increased funnel conversions by **3.9%** (last year we approved 2,912,066 applications). Each conversion is worth \$942 per approved application.
- Diagnosed that the interaction model used in our applications was causing a mandatory **47%** exit rate. We were forcing customers out of our flow by design! Refactored the design of the experience to eliminate that drop off completely to **0%.** Driving an estimated **\$75M** in additional annual revenue.

## Education

### Utah Valley University

BS (Cum Laude) - IxD & Digital Product Design (Aug 2016 - May 2019)

## Podcast

### The Way of Product

Podcast Host (Jul 2018 - Pres)

- Interviewed the J.B. Chaykowsky, Global **Head of Design for Intuit Quickbooks** on Design Leadership.
- Interviewed the James Helms, For **VP of Product & Design for Intuit** on coaching other designers and being a multiplier.
- Interviewed Jonathan Shariat, Designer at **Google** and co-author of **Tragic Design.**
- Interviewed Joey Isaacson, Design Manager at **Coinbase** on hiring new product designers.
- Joe Natoli, author of **Think First**, and founder of **Give Good UX** about lean and effective UX process.

## Learning

### Object-Oriented UX Masterclass

- Learned ecosystem design, and that software architecture = information architecture. Learned basics of database schemas with a UX lens.

### "Workshopper Masterclass" Inner Circle Course & Mastermind

- Learned how to design, run and facilitate customer workshops for scoping, strategy, and design sprints.

### Shift Nudge UI Design Course/Coaching by MDS (Private Beta)

- Invested in the coaching services of renowned designer Matt D. Smith to help me get to the next level in my UI design skills.

### Chris Voss Masterclass on Negotiation

- Learned about the best ways to craft deals and collaborate so that all stakeholders win. It has helped me help my coworkers win more and push through critical projects.