

Caden Damiano

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EDUCATION

Utah Valley University

Orem, Utah

Human Computer Interaction Design, Technology Management

WORK EXPERIENCE

ProducePay

Remote

Staff Product Designer

Feb 2022 - Present

- Conducted international customer interviews visiting farming operations in Mexico and Peru, led Spanish-language customer interviews, and translated those insights into an actionable productization strategy for our manually fulfilled working capital services I would lead for the next two years.
- Led a team of two designers to coordinate efforts for a comprehensive end-to-end working capital platform build using rapid iterative prototyping techniques to quickly understand and support internal operational processes on the ProducePay transaction management platform, enabling a remarkable 5x growth in transaction processing capacity without increasing operational headcount.
- Led 0-1 work for our initial design and development of ProducePays payment APIs, improving the perceived reliability of the product experience from 100% automation of outbound advance payments and eliminating manual processing time by over 30 hours per week for our financial operations org.

Homie

Remote

Senior Product Designer

Feb 2021 - Feb 2022

- Discovered and drove the release of an offer comparison tool for the home seller segment, driving 22% week-over-week platform adoption weeks after launching the feature.
- Built a system for external agent offer submissions, achieving 100% digital offer processing and saving one day per week in manual data entry work for our listing agents.

Progressive Leasing

Remote

Product Designer

Feb 2019 - Jan 2021

- Owned a unified lease application micro-service integrating 20+ legacy systems, reducing customer origination processing by 7+ minutes and enabling customers to use approvals across any channel.
- Identified a design flaw in our application, causing a 37% forced exit rate. The updated designs lowered drop-off to just 5%, a 32% lift in applications, resulting in an estimated forecasted revenue opportunity of \$75 million.
- Product managed the authentication microservice, improving fraud prevention while enabling omnichannel customer experience.

CadenD Interactive

Remote

Product Design Freelancer - Cotopaxi Project

Jan 2017 - Feb 2019

- Was commissioned by Cotopaxi to improve a user experience issue in their Questival event app.
- Identified a surge in customer support queries leading up to their events. To counteract this, I designed an onboarding experience with FAQs that reduced customer support inquiries by 60%.

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