


COLLIN BRINK

PRODUCT DESIGN LEADER

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pw: Designndogs21

I build and lead design teams to create great user experiences based on research, empathy and strategic product thinking

> WORK EXPERIENCE

Electric.ai

2019 - 2021

DIRECTOR OF PRODUCT DESIGN

Founded product design and research facilities at a growth-stage startup providing outsourced IT
Hired and managed a team of designers and researchers to reimagine the customer experience and transform a service-based offering into a digital product suite
Led design of workflow management, automation and machine learning initiatives
Defined UX strategy to reduce customer churn by 28% and improve service gross margin by 19%

Haven Life

2016 - 2019

SENIOR USER EXPERIENCE DESIGNER

Feature design for Coverpath, an assisted sales tool for MassMutual advisors
Extensive user research including contextual inquiry, user interviews, surveys, user testing
Design of initial whole life insurance capability on Coverpath for advisors and customers
Design of feature enhancements for operations and policy administration teams

Citrusbyte

2015 - 2016

PRODUCT MANAGER & DESIGNER

Partnered with clients, designers and engineers to conceptualize and build new digital products
Defined product requirements via stakeholder interviews, user research, concepts and wireframes
Managed the full product lifecycle from feature prioritization and design to build, QA and release

Infogroup

2012 - 2015

SENIOR PRODUCT DESIGNER, PRODUCT & DESIGN LEAD

Redesigned Bulk Update, a data submission platform for marketing professionals
Realized 84% annual revenue growth and 14% revenue recapture after redesign
Designed a data QA platform resulting in 50-75% time savings and 9x faster data updates
Conducted user research including surveys, stakeholder interviews and user testing

HUGE

2012

USER EXPERIENCE DESIGNER - HUGE SCHOOL

Collaborated with a team of designers to create an event-based mobile app
Conducted preliminary research, strategic analysis, user testing and built UX deliverables

> EDUCATION

USC

MFA Film Production

The University of Chicago

MA International Relations

BA Sociology