

# Sean Nelson

is a *design leader*  
based in Chicago

Product designer with 13+ years of experience that specializes in creating precise, thoughtful, and beautiful interfaces for the web and mobile.

My work is the product of empathy-driven research, deep systems thinking, and exacting craft.

## CONTACT

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*Psst.* Use password *justifyleft* to gain access to protected case studies.

## EDUCATION

University of Cincinnati, Ullman School of Design (DAAP), Class of 2017

B.S., Industrial Design

## SKILLS & FOCUS AREAS

- User experience design
- User interface design
- Interaction design
- Design systems
- Visual design
- Prototyping
- User research
- Usability testing
- Design operations
- Team management
- Product strategy
- Front-end dev

## WORK / PROJECT44

### ↪ Principal Product Designer SEP 2022 - SEP 2023

Steward design vision across all product verticals, establish standards and patterns for the design system, and shape the future of project44's visual language.

- Architected extensive, 5-year product vision for collaboration tools in project44's Movement platform. Enrolled C-suite leadership, and broader staff, in this vision, defining product roadmaps for the future.
- Led visual direction for the design system, establishing patterns, documentation, and robust Figma component library. Founding member of systems engineering council to bridge the gap between design and development experiences, establishing parity between both teams.
- Reshaped the visual design language for Movement. Planned and scoped rollout of improvements complimentary to ongoing roadmap work.
- Led user research and design for complex role-based access control products to unlock thousands of new users and increase platform security.
- Raised the bar of the collective Product Design team by coaching and mentoring 5+ designers. Facilitated workshops, office hours, and pair design sessions to grow talent, increase collaboration and find opportunities to connect the dots between product verticals.

## WORK / HOLOGRAM

### ↪ Director of Product Design JUL 2021 - SEP 2022

Grew from Hologram's second design hire to lead all of Product Design in two years. Oversaw platform's comprehensive design direction, led and performed extensive user research, and collaborated on product strategy with executives and cross-functional partners.

- Designed flagship proactive alerting tool, built to manage enterprise deployments at scale. Conducted on-site user research with 15 companies. After launch, Hologram's largest customer used this feature to identify 800+ fraudulent devices, saving them over \$100k.
- Collaborated with Brand Design to ensure Hologram's design language was expressed consistently across all touch-points.
- Managed design operations (product, brand, ops, and research) during a time of company transition. Established new processes to increase collaboration and turnaround time for cross-functional partners.
- Led creation of Hologram website using Webflow to expedite deployments and increase Marketing's autonomy over site content, etc.
- Managed a team of 8 product designers in a rapidly changing startup environment.

### ↪ Product Design Manager APR 2021 - JUL 2021

### ↪ Lead Product Designer DEC 2020 - APR 2021

### ↪ Senior Product Designer MAY 2019 - DEC 2020

## WORK / MINIMAL (MNML)

### ↪ Senior Interface Designer FEB 2019 - MAY 2019

Hybrid digital and industrial designer that bridged the gap between hardware and software capabilities at MINIMAL. Worked with a variety of startup and corporate clients, including Logitech, Newell Brands, Eli Lilly, and Cresco Labs.

- Multidisciplinary expertise in user interface design, user experience design, packaging design, branding and identity, product and brand strategy, storytelling and visioning, CAD modeling, and product rendering.
- Worked on the full lifecycle of client relationships, including product strategy, research, concepting and iteration, final designs, and delivery of production assets and guidelines.

### ↪ Industrial Designer JUN 2017 - FEB 2019

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#### INTERNSHIPS / VARIOUS

Between 2014 and 2017, I interned at a variety of design agencies while getting my Bachelors of Science in Industrial Design from the University of Cincinnati, Ullman School of Design (DAAP).

In these roles, I worked as a full-time designer on a number of projects for dozens of clients across a variety of industries.

↳ **MINIMAL (MNML)** CHICAGO, IL / AUG 2016 – DEC 2016

↳ **Factory** BERLIN, GERMANY / JAN 2016 – APR 2016

↳ **Loft, LLC.** PROVIDENCE, RI / MAY 2015 – AUG 2015

↳ **Sprout Studios** BOSTON, MA / AUG 2014 – DEC 2014

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#### WORK / LITTLE DETAILS

↳ **UX, UI, Web Design & Development** 2012 – 2016

Worked on a small, bootstrapped team as UX, UI, and web designer. Together, we delivered two beloved apps for the iPhone and iPad: Just Landed and Patchmania.

Designed the user interface and marketing website for adored puzzle games Patchmania and Patchmania KIDS.

- Patchmania featured on the iOS App Store in Best New Games, Best of March, Exclusively on iOS, and reached the #1 spot in both the Puzzle and Board Games categories.
- Patchmania has been played by millions of people worldwide and is available in 13 languages.

Designed and developed the website for Just Landed—an airport pickup app.

- Covered by tech news sites like Lifehacker, Mashable, and MacLife.
- Featured by Apple multiple times in "What's Hot", "New & Noteworthy" and "Travel Essentials" on the iTunes App Store.

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#### WORK / SIMPLYLISTED

↳ **Co-Founder, CCO** DEC 2010 – NOV 2011

Led design for SimplyListed, a Y Combinator, SV Angel, and Start Fund backed Silicon Valley startup with the goal of creating an innovative new marketplace for used goods.

Before SimplyListed, our team built a product called Friendfer—a service that delivered restaurant recommendations from your friends to your iPhone.

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#### WORK / DROPBOX

↳ **Design Contractor** OCT 2010 – DEC 2010

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#### WORK / SCRAPBLOG

↳ **Front-End Designer** OCT 2010 – DEC 2010