Dustin Kirk
Principal Product Designer

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With 16 years of experience working on enterprise SaaS and PaaS applications, I am fully capeable of expertly producing deliverables quickly, all the while leading other designers as the team grows. I've specialized in defining and applying enterprise scale UX design to areas including design systems, team processes, resource organization and ensuring design works smoothly by engaging cross-functionally with stakeholders and leadership to ensure success.

I have an innate entrepenurial sprit and enjoy taking on ever more difficult and complex challenges that blend people and technology. I studied Computer Science and Psychology at Rensselaer and went on to get a M.S. in Human Computer Interaction. Other activities of note include completing the Entrepreneurship Development Program at MIT, presenting at the O'reilly Strata Data Conference, and receiving a patent on event tracking via CSS.

Key Strengths

- **Design leadership** and establishing product design at startups.
- Champion of empathy across all aspects of business leadership.
- **Enterprise SaaS** and **PaaS** UX design and platform level design systems.
- Advocate for detailed specifications, processes, and transparency.
- Highly **scalable UI design** patterns and **effecient workflows**.
- 8 years of experience in designing and developing mobile applications.
- **Computer Science background** with deep understanding of web technologies including CSS, JS Frameworks, and mobile app development.

Skills & Tools

- **Figma**, Sketch, Adobe XD, Photoshop, Illustrator, Adobe CC
- Axure, Invision, Zeroheight, Zeplin, Miro, MURAL
- Color Systems, Grid Systems, **Design Systems**, Typography, Iconography
- Journey Mapping, Wire-framing, Workflow Diagrams, Design Specs
- **UX Architecture**, UX Strategy, **UX Research**, Design Ops
- Visual Design, Graphic Design, Rapid Prototyping, Functional Prototyping
- **Responsive Design**, Accessibility, Heuristic Evaluation, Research Analysis
- Usability Testing, Design Validation, Quantitative & Qualitative Research
- Management, Agile, Scrum, Trello, Jira, Confluence
- Data Visualization, Machine Learning, Analytics, SaaS
- CSS, HTML, JavaScript, XCode, Swift

Patents

Kirk, Dustin; Lin, Ike 2019
Configuration of content site user interaction monitoring in data networks
U.S. Patent 10,268,657, Filed June 5, 2018, and issued April 23, 2019

Education

Rensselaer Polytechnic Institute
MS, Human Computer Interaction (HCI)
2005 - 2008

MIT Sloan School of Management
Certificate, Entrepreneurship Development Program
2008 - 2008

Rensselaer Polytechnic Institute
BS, Computer Science & Psychology
2000 - 2003

Lead Product Designer
Salesforce
Sep 2021 - Present   2yrs +

- Led designs on 3-7 projects per release cycle.
- Championed and extended SLDS Design System
- Pioneered generative email and autonomous experiences for Sales Cloud
- Work with cross-functional partners on design system components
- Won 'most-innovative' award in generative AI hackathon among 90 teams

Lead Product Designer / Manager
LeadIQ
Dec 2020 - Sept 2021   10 mos

- Lead the remote Product Design and UX Research teams across Asia and US.
- Established UX architecture and Design System for next generation product.
- Established persona library, research processes, and research repository.
- Implemented design processes and specs to streamline product development.
- Work closely with leadership to realize both short and long-term OKRs.

Tealium
Aug 2012 - Oct 2020   8 Years 3 mos

Principal Product Designer / Manager

- Established cross-functional relationships with product and engineering leads.
- Organized all design team resources, assets, specifications and research.
- Built out research repository consolidating all usability and feedback sources.
- Managed and mentored three Sr. Product Designers.
- Led effort to create and promote use of Tealium's design system.
- Created Figma annotation and workflow kits for the design team to utilize.
- Oversaw UX architecture and planning for features spanning 5 products.

Lead UX/Product Designer

- Own and coordinate product features related Tealium iQ Tag Management.
- Coordinate with other designers to ensure seamless integration & consistency.
- Work with stakeholders to deliver an outstanding overall customer experience.
- Apply research, prototyping, and validation to product feature designs.
- Create experiences demonstrating the products and their capabilities.

Sr. User Experience Designer

- Design and develop features for use in Tealium iQ Tag Management.
- Create journey maps, wireframes, and prototypes to validate proposed designs.

Sr. User Experience Designer
Neustar
Nov 2009 - Dec 2011   2 yrs 2 mos

- Led Information Architecture and UX strategy for integrating two products.
- Started mentoring program with weekly design challenges for 25 members.
- Redesigned product UI to enable the monitoring of thousands of websites.
- Designed dashboards and visualizations optimized for multiple display types.

Interaction Designer
Hewlett-Packard
Nov 2006 - May 2009   2 yrs 7 mos

- Designed features for the HP Smart Web Printing browser plugin.
- Designed components of HP Photosmart Software for printing cards and photos.
- Created usability test plans and questionnaires for use in a formal usability lab.
- Won 1st place at HP's 2007 Business Plan Development competition.