

Crystal Dimeler Davidson

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610-405-8759

908 William Street

Baltimore, MD 21230

SKILLS

Design Leadership

UI/UX Design

GenAI/LLM

User Research & Testing

Userflows

Wireframing

Prototyping

Design Systems

Accessibility

Figma

Adobe Suite

Looker

Mixpanel

Hubspot

Zapier

Basic HTML/CSS

EXPERIENCE

Adjunct Professor

Maryland Institute College of Art • January 2025 – Present (4 months)

Developing and teaching product design and Figma in an undergraduate course at the Graphic Design 200 level.

Product Design Consultant

Self-employed • January 2019 – Present (5 years, 11 months)

Collaborating with early stage companies to take their products from 0-1. Primarily contracted to create user flows, key screens and prototypes for web and mobile apps, delivering wireframes to high-fidelity designs.

Director of Design

The LegalTech Fund • May 2024 – December 2024 (7 months)

Spearheaded product design sprints for portfolio companies resulting in increased sales and funding. Key partner on product design and strategy for internal incubation products with an LLM focus.

Staff Product Designer

Exos • May 2016 – May 2024 (8 years)

Led design for a new B2B2C wellness coaching app and coach-facing dashboard, balancing data-driven insights and technical requirements to deliver lean and impactful solutions. This created significant user growth with a 40,000-member base and an average NPS score of 60 in a B2C product. Advocated for users' needs with comprehensive data analysis, user research, and usability testing. Cultivated strong cross-functional partnerships with PMs, designers, engineers, data, content, marketing, sales, and leadership teams.

Assistant Graphic Designer

Under Armour • October 2013 – April 2016 (2 years, 6 months)

Crafted premium products through independent trend research and sales analysis. Responsible for color execution across multiple seasons and managed women's patterns in 150+ stores.

PORTFOLIO

folio.davidsoncreative.co

PASSWORD

hellofriend

EDUCATION

Bachelor of Fine Arts in Graphic Design, summa cum laude

Maryland Institute College of Art, May 2015