

Crystal Dimeler Davidson

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## Product design leader with a knack for solving problems with engineers in mind and humans at heart.

### SKILLS

Design Leadership

UI/UX Design

GenAI/LLM

User Research & Testing

Userflows

Wireframing

Prototyping

Design Systems

Accessibility

Figma

Adobe Suite

Looker

Mixpanel

Hubspot

Zapier

### EXPERIENCE

#### Director of Design

The LegalTech Fund • May 2024 – Present (8 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 for users. This led to significant user growth with a 40,000-member base and an impressive average NPS score of 60 in a B2C product. Advocated for users' needs, supported by comprehensive data analysis, user research, and usability testing. Cultivated strong cross-functional partnerships with PMs, engineers, data, content, marketing, sales, and leadership teams.

#### Product Design Consultant

Self-employed • January 2019 – May 2024 (5 years, 3 months)

Collaborated with startups to develop key screens and prototypes for web and mobile apps, delivering high-quality and user-friendly designs.

#### 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.

LOCATED IN  
BALTIMORE, MARYLAND

FAVORITE SLACK  
EMOJIS



### EDUCATION

**Bachelor of Fine Arts in Graphic Design, summa cum laude**

Maryland Institute College of Art, May 2015

#### Design Fellow

PNC Design Fellowship, Summer 2013