ADAM LOWRY

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior product designer with 14 years across consumer e-commerce, B2B operational tooling, fintech, and a shipped consumer mobile app. Equally comfortable on both sides of a marketplace — owned consumer and seller/retailer experiences at every senior role. Track record of unblocking stalled work, designing complex multi-surface systems, and operating upstream of specs in collaboration with PM, engineering, and QA. Founded the product design practice from scratch at an established multi-brand company. Currently shipping an Apple-approved iOS app solo on React Native + Supabase.

EXPERIENCE

Deseret First Credit Union

Senior Product Designer | October 2024 - Present

Sole designer · Designed complex multi-surface workflows spanning member apps, MSR tooling, and core-banking integrations.

- Unblocked a **five-year-stalled product pipeline within 19 months** — modernized and shipped Online Account Opening and Online Loan Application after years of internal stalls.
- Co-originated and designed an i**n-branch hybrid account opening system** spanning a member-facing mobile web intake, a custom Webex bot for Member Service Representatives, and a direct Temenos integration. This product eliminated mistakes often caused by MSR re-entry, reducing in-branch fraud via Plaid pre-verification, and improving member-to-MSR handoff allowing MSRs to focus on building a relationship with the Member. Features included Bilingual EN/ES intake, branch-aware QR landing, and an MSR-photo identification cue to reduce confusion in the lobby.
- Validated direction through interviews and usability sessions with MSRs, branch managers, and regional branch managers; introduced research practice to a team that previously had none.
- Built DFCU's product design system from scratch and harmonized brand expression across marketing and product surfaces.

PLAYDiT

Senior Product Designer | April 2023 - April 2024

Sole designer wearing four hats: product design, brand, design systems, and de facto PM for both PLAYDiT and Spectra Symbol (sister company) product teams.

- Scoped the MVP from an unbounded feature list down to a single testable hypothesis with measurable success criteria; recognized early surveys as confirmation-seeking and redirected toward genuine discovery.
- Designed both the consumer-facing game tracking application and a custom moderation back-end integrated with a developer-built metadata scraper — treating data accuracy as a designed product, not an afterthought.
- Rebuilt brand identity from scratch (logo, visual system, voice) and authored the ground-up design system supporting both the consumer app and moderation tooling.
- Shipped to production Feb 2024. Trust extended: reassigned to brand a separate Spectra Symbol hardware product ("Darkstrip" flight-simulation controller) when no one else in-house could; produced product photography on zero budget.

Jane.com

Senior Product Designer | October 2021 - Nov 2023

Three-person design team. Worked across both consumer and B2B seller sides. Earned an internal Director-of-Design interview and VP-level sponsorship during tenure.

- Led the **end-to-end redesign of the Jane Seller experience** as sole UX designer: 93% reduction in product approval time (4 weeks → 2 days), 10x products on the marketplace, 50% drop in support tickets.
- Cart abandonment fix — diagnosed variant-image confusion driving abandonment; proposed a constraint-aware redesign that removed the image and surfaced the color-way clearly, saving months of backend work and reducing abandonment ~20%.
- Owned the seller side of Jane Moments, an Instagram-Stories-style engagement tool for sellers to promote products to buyers.
- Only designer invited to a 3-day senior leadership summit that restructured company process. Contributed to the design system, interviewed design hires and interns.
- Received an unsolicited Creative Director offer from Venveo (design agency in the construction industry) during this tenure; declined to stay on the senior product design track.

Maggie Sottero

Sole Product Designer | April 2011 - October 2021

Joined as an intern (2011), promoted to Graphic Designer, then to sole Product Designer (2015) — founded the product design practice at a family-owned, multi-brand bridal company.

- Won a months-long stakeholder battle with skeptical family ownership to **unify three siloed brand websites** (Rebecca Ingram, Maggie Sottero, Sottero & Midgley) into a umbrella-style architecture; built the case from external evidence and competitive analysis with no research budget. Site shipped 2019, ran 5+ years before redesign.
- Designed **Dress Finder** — a bride-to-retailer discovery and attribution tool that drove a 15–20% increase in retailer referrals in the first six months and closed a years-long attribution gap; designed for adoption sustainability so retailers didn't have to maintain manual inventory data.
- Designed the Retailer Portal across two builds: v1 in-store selling tool (early-career, opinion-driven), and a full v2 redesign years later with real-time tiered incentive tracking, regional sales intelligence, and competitive analytics surfaced inside the portal.
- Drove org-level changes: secured Fullstory investment for behavioral research, helped shift engineering from contract to in-house, evangelized product thinking across sales, marketing, and ownership.

Keepsake

Sole Founder, Designer, & Developer | April 2024 - Present

A private memory-sharing app for families and close groups, built around sharing photos and video Reflections instead of social media noise to **prioritize authentic connection** over performative engagement.

- Apple-approved iOS app, actively in TestFlight beta with real users. Built end-to-end solo: product strategy, IA, visual design, design system, and front-end implementation.
- Tech: React Native + Expo, Supabase (Pro tier), TanStack Query, EAS Updates. Counter-positioned against engagement-optimization patterns (video Reflections instead of likes/comments).
- Demonstrates real-code prototyping range — useful for lean teams, design-engineering collaboration, and reasoning about technical feasibility upstream of handoff.

BEYOND WORK

Lead guitarist and bandleader of Tempo Two-Twenty, a Northern Utah cover band. Writing songs for an acoustic duo Chasing Airplanes.

SKILLS

Graphic Design

Visual Design

Logo Design

Campaign + Branding

Copywriting

Product Design

Market Research

User Interviews

Research Analysis

Wireframing

User Personas

User Journey Map

High Fidelity Design

Prototyping

SEO + Analytics

A/B Testing

Design Leadership

Design Mentoring

Design Reviews

Research & Design Presentations

Interdepartmental Collaboration

TOOLS

Photoshop

Illustrator

inDesign

Figma

Jira/Confluence

Notion

Full Story

Quantum Metrics

LANGUAGES

HTML + CSS

Javascript

EDUCATION

BLOC.IO
Web Development
April 2019 - August 2019

UTAH VALLEY UNIVERSITY
Graphic Design
January 2006 - December 2009