

DeSoto Donovan

Senior Product Designer · Web · iOS · Android

desotod@gmail.com · 657-351-8421 · Hallsville, Texas · desotodonovan.com

SUMMARY

Senior Product Designer with 15+ years shipping multi-platform digital products across web, iOS, and Android. Deep experience in B2B SaaS, operational tools, and complex multi-role platforms — fluent in Figma, design systems, prototyping, and AI-assisted design workflows. LUMA-certified HCD facilitator with a strong eye for typography, hierarchy, and craft.

SELECTED EXPERIENCE

Senior Product Designer · ThumperFab

Jul 2025 – Present

Ecommerce · B2C + B2Dealer · Web

- Own conversion-focused product design across B2C and B2Dealer purchase paths, supporting ~\$1.5M/month in ecommerce revenue.
- Lead funnel optimization on PDP, cart, and checkout — running A/B experiments, instrumenting analytics, and iterating on hierarchy, content, and merchandising components.
- Maintain and extend the front-end design system (templates, components, brand assets) and ship implementation directly alongside engineering.

Senior Product Designer (Contract) · The Man Behind The Music

Jan 2024 – Jul 2025

Media · Web, iOS, Android

- Defined and designed a cross-platform subscription and creator-review product from concept to MVP across web, iOS, and Android.
- Owned end-to-end UX and UI for onboarding, uploads, VIP content, and review workflows; contributed to a shared design system spanning all three platforms.
- Partnered with a small engineering team to ship feasible, prototyped designs on a fast cadence.

Senior Product Lead · SnoopDrive, Inc.

Feb 2022 – Oct 2023

B2B SaaS · Automotive Warranty · Multi-role admin tooling

- Redesigned a complex multi-role admin and operational platform — reducing funnel exit rates by 84% and CS inquiries by 80%.
- Led HCD discovery, persona definition, user-flow mapping, prototyping, and Smartlook-based usability testing.
- Introduced the team to human-centered design practices, prototyping rhythms, and rapid iteration through HCD.

Senior UX Designer · Cox Automotive (KBB & Autotrader)

Mar 2014 – Nov 2021

Enterprise Web · Design system · Controller/Challenger testing

- Drove \$379M in additional revenue over 7.5 years across KBB and Autotrader products.
- Led the Owner's Path redesign: conversion lifted from 86% → 92% and CSAT moved from 65% → 86%.
- Contributed to the enterprise design system and ran A/B and Controller/Challenger testing programs at scale.

EARLIER EXPERIENCE

Senior UX Designer · American Honda Financial Services Nov 2013 – Mar 2014

Financial Services · Web

UX design for consumer-facing financial services products.

UX Manager · Media Devils, Inc. Jan 2010 – Nov 2013

Agency · Multi-platform

Managed UX across multiple client engagements and deliverables.

Multimedia Developer / UX Designer · ShermanArt Creative Services Apr 2008 – Jan 2010

Creative Agency

Interactive development and UX design for creative-agency client work.

Multimedia Developer / UI Designer · Biolase Technology Jan 2006 – Apr 2008

Medical Technology

UI design and multimedia development for medical-technology products.

Web & Print Designer · Paul Haven Design Apr 2000 – Feb 2004

Design Studio

Web and print design across diverse client projects.

CAPABILITIES & EDUCATION

Expertise

Figma · Design Systems · Prototyping · Interaction Design ·
Typography & Hierarchy · AI-Assisted Workflows · iOS &
Android · Web · User Research · User Testing · HCD
Facilitation · Agile/Scrum

Tools

DESIGN & PROTOTYPING

Figma · FigJam · Sketch · Adobe Creative Cloud · Framer ·
Principle

DESIGN SYSTEMS & HANDOFF

Design Systems (Tokens, Variables, Auto Layout) · Storybook ·
Zeplin

RESEARCH & TESTING

Dovetail · Maze · UserTesting · Smartlook · Hotjar · Optimal
Workshop

ANALYTICS & EXPERIMENTATION

Google Analytics (GA4) · Amplitude · Mixpanel · Looker

AI FOR PRODUCT & DESIGN

Lovable · Cursor + Claude · ChatGPT / Claude · Dovetail Ask · v0
· Midjourney

COLLABORATION & DELIVERY

Jira · Linear · Confluence · Notion · Trello · Miro · Slack

FRONT-END LITERACY

HTML / CSS · React · TypeScript · Tailwind

Education & Certifications

LUMA HCD Facilitator

LUMA Institute · 2020

LUMA HCD Practitioner

LUMA Institute · 2018

Google Studio Certified

Google Media Certifications · 2014

Google HTML5 Certified

Google Media Certifications · 2014

Microsoft Developer Influencer

Microsoft · 2009

United States Marine Corps

Disabled Veteran · Honorably Discharged ·
1993–1997

REFERENCES

Available upon request.