

Devin Bousquet

Principle Product Designer / Sr. Experience Designer / Entrepreneur
(17 years' experience)

My Mission

Driven to excel in dynamic and intellectually stimulating environments, embracing the challenges of complex industries. Committed to continuously enhancing my UI/UX and product design expertise while contributing innovative solutions to forward-thinking projects.



June 2023 - Present

President, Founder / Armadillo Cerakote, LLC, Hollis, NH

Armadillo Cerakote is a premier coating service start-up.

Website: <https://armadillocerakote.com/>

- Founded and operated a Cerakote company, specializing in high-quality ceramic coatings for firearms, automotive parts, and outdoor equipment, ensuring superior durability and aesthetic customization.
- Developed and implemented business strategies, including marketing, customer relations, and production workflows, resulting in a consistent increase in client base and project volume.
- Created graphic designs, icons, and stenciling patterns for use with a vinyl plotter to craft intricate and precise designs for Cerakote applications.
- Performed all aspects of Cerakote application, including surface preparation, sandblasting, degreasing, precision masking, and oven curing, achieving exceptional finishes with high durability standards.
- Maintained expert knowledge of Cerakote mixing ratios, application techniques, and curing processes to ensure consistent quality and compliance with customer specifications.



February 2007 - Present

Product Designer, Mechanic, Co-founder / East Coast Cobras, LLC, Hollis, NH

Designer and builder of kit cars, street rods, and pro-touring muscle cars

Website: <https://eastcoastcobras.com/>

- Collaborated with a family-run team to design and build custom kit cars, including Shelby Cobras, Daytona Coupes, and an all new 1/1 electric 1935 Hot Rod Truck, blending classic aesthetics with cutting-edge Tesla electric powertrain technology.
- Led product design efforts, including CAD modeling, prototyping, and component integration, to ensure seamless adaptation of Tesla parts into vintage car chassis.
- Executed end-to-end mechanical work, from chassis fabrication and drivetrain installation to electrical wiring and precision assembly, resulting in award-winning vehicles.
- Performed bodywork, wet sanding, and painting of fiberglass bodies in a custom-built paint booth, delivering high-quality finishes.
- Researched and implemented innovative engineering solutions to overcome technical challenges, enhancing vehicle efficiency, reliability, and long-term value.



July 2022 - May 2023

Principal Product Designer / STAKES, Remote

Stakes is a start-up gaming app that brings people together through sports.

- Led design initiatives as the primary designer within the development team, managing end-to-end design responsibilities and collaborating directly with C-level executives to align design strategy with business objectives.

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Education

2002 - 2005

Pratt Institute, Brooklyn, NY

BFA: Communications Design

Major: Graphic Design

Graduated: May 2005 (Dean's List)

2000 - 2002

Curry College, Milton, MA

BFA: Communications Design

Major: Graphic Design

Transferred: 2002

1999 - 2000

St. Johnsbury Academy, St. Johnsbury, VT

Major: Fine Art (Oil Painting/Etching)

Post Graduate (High School)

Skills and Expertise

Product Designer, UI/UX, Data Visualization, Parallax Design, Web Development, B2B, B2C, SaaS, Agile, Wire-framing, Prototyping, Graphic Design, Illustration, Responsive Web Design & Development, Story Mapping, Story Boarding, Browser Testing & Visual QA, Management, Branding, Identity Standards, Pre-press Technician

Tools and Languages

Figma, Sketch, Zeplin, InVision, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Animate, Maze, Miro, Jira, Trello, HTML, CSS, SCSS, Bootstrap, Lucid Chart

Portfolio

MyDesignElement

mydesignelement.com

References available on request

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- Redesigned a B2C native iOS app into an engaging, gamified experience, significantly improving user interaction, retention, and overall satisfaction.
- Developed wireframe prototypes to facilitate user testing and drive iterative product improvements based on actionable feedback.
- Created high-fidelity mobile screens in Figma, delivering a visually compelling and seamless user interface aligned with modern design standards.
- Conducted comprehensive user testing sessions, analyzing feedback to refine design solutions and enhance the overall user experience.
- Designed dynamic and visually captivating NFT sets through illustration on a weekly basis, boosting user engagement through prize giveaways and interact campaigns.

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July, 2021 - June 2022

Principal Product Designer / TKKR, Remote

TKKR was a B2C startup that curated daily auctions of NFT's backed by some of the most sought-after luxury timepieces in the world.

- Spearheaded the initial team as the founding member, laying the foundation for all design strategies that propelled the project from concept to a fully realized application.
- Pioneered and executed comprehensive design strategies from inception, guiding the project through UX research, competitive analysis, storyboarding, and dynamic collaboration using Miro.
- Crafted a diverse range of deliverables including wireframes, branding elements, flow diagrams, site designs, and interactive prototypes, complemented by meticulous visual quality assurance.
- Fostered a symbiotic partnership with the CEO and development team, leveraging close collaboration



Feb. 2020 - July 2021

Lead UX/UI Designer / Warner Music Group, New York, NY

Warner Music Group is a B2B major music company with interests in recorded music, music publishing and artist services.

- Collaborated seamlessly across cross-functional teams to conceptualize, develop, and refine cutting-edge SaaS web applications and native apps. Navigated intricacies such as publishing, royalties, playlists, licensing, and invoicing to create streamlined and impactful solutions.
- Steered the company's distinct brand identity, meticulously upholding branding standards. A driving force behind the evolution of design systems in both Sketch and Figma, ensuring visual consistency and efficiency across projects.
- Led the charge on the company's most intricate applications, characterized by their dynamic UI. Tackled complex user interfaces head-on, crafting interactive pages featuring over 80 dynamic inputs within forms, enhancing user engagement and satisfaction.
- Engaged closely with users from publishing and operations teams, delving deep into their requirements to fuel design excellence. Rigorously tested existing mock-ups with users, integrating invaluable feedback into design iterations for optimal usability.



Dec. 2017 - Aug. 2020

**Senior UX/UI Designer (6 months prior and 6 months after as a contractor)
/ Cleerly, Inc., New York, NY**

Cleerly is a digital healthcare company transforming the way clinicians approach the treatment of heart disease.

- Played an instrumental role in propelling Cleerly's success during its Series C seed round, securing an impressive \$230 million in funding—a testament to the software's exceptional design quality and its pivotal impact on the industry.
- Pioneered and drove the UI/UX design efforts as the sole Senior Designer throughout the company's foundational five years, contributing crucial design insights to establish a strong design culture from the outset.
- Immersed myself in the intricacies of cardiology and radiology by collaborating closely with esteemed NYC physicians, translating medical intricacies into intuitive design elements that resonated with both medical professionals and users.
- Orchestrated a seamless integration of two pivotal platforms—Labs, an analytical app, and a dedicated coronary report—for efficient heart disease detection. This strategic union streamlined diagnostic processes for medical practitioners and empowered patients.
- Delved deep into the AI functionality, cultivating a comprehensive understanding of the technology's nuances and potentials. This enabled me to align design decisions harmoniously with the software's cutting-edge capabilities.

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Feb. 2014 - Mar. 2018

Senior UX/UI Designer / Simulmedia, Inc., New York, NY

Simulmedia maximizes the impact of your cross-channel TV and video advertising to reach audiences most likely to take notice, tune in, and transact across broadcast, cable and streaming.

- Selected from California to join a specialized "Dream Team" comprising one designer (myself) and seven engineers, tasked with transforming Dave Morgan's advertising company into a cutting-edge ad tech enterprise.
- Conceptualized and meticulously designed VAMOS, an innovative SaaS B2B platform that transformed audience targeting and measurement for linear television by leveraging advanced digital advertising methodologies.
- Pioneered a significant evolution in the industry, bridging the gap between traditional TV and digital advertising strategies.
- Designed user interfaces with a strong focus on complex data visualizations, honing a specialization in effectively translating data into actionable insights.
- Developed a deep appreciation for the critical importance of data visualization as a unique and valuable skill in creating impactful designs.



Nov. 2009 - Feb. 2014

UX/UI Designer / Sazze, Inc., Santa Clara, CA

Sazze, Inc. is the parent company to a number of fast-growing eCommerce sites.



2007 - 2008

UI Designer / Helium, Inc., Andover, MA

Helium was an online company that brought writers and publishers together. Writers could write on certain topics and publishers would purchase the content.