

Wayne Dahlberg | Product Designer

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Senior Product Designer with 12+ years designing user experiences and mentoring design teams. Strategic creative partner to engineering, a designer who codes and builds interactive prototypes. Embraces a culture of curiosity, creativity, and innovation. Drives product excellence through human-centered design principles and rapid iteration cycles.

Seeking to leverage skillset in creating meaningful products with an engaged team.

Experience

Super Interesting

Principal, Owner

November 2023 - Present

Solo owner, principal designer of small studio building design resources & indie apps.

- UI Supply — (building) Product design and UI inspiration hub for mobile apps
- Mocks+ — (building) Hi-fidelity device mockups for showcasing screen designs
- Lunar UI — Professional Figma design system
- Pitch Screens — Mobile screen design services for founders & startups
- Verses — Focused daily scripture reading app for iOS
- KeyCalc — Mechanical keyboard-themed LED calculator for iOS.

Chatbooks

Principal Product Designer

2019 - May 2023

Expanded role from senior and lead product designer to principal.

- Prototype, iterate and teste new features leading to many successfzul launches.
- Manage + scale 'Breakfast' design system across all platforms.
- Lead and scale UX team, host weekly workshops on UX, craft, skill-building
- Design partner to engineering for R&D projects like TV apps, RFID books, etc.

Chatbooks

Lead Product Designer, Founding Team

2014 - 2019

Create and lead initial product design, user experience and user research efforts.

- Establish and expand UX department from solo to full team compliment.
- Creat initial brand assets, style guide for hyper-growth period.
- Migrate all product resources from Sketch to Figma as Figma early adopters.
- Build company design system, 'Breakfast', foster platform consistency

JustFamily

Staff UX Designer

2013-2014

Lead product design efforts for existing mobile app, 'JustFamily.'

- Solo designer on startup team of 4.
- Played key role in identifying print opportunities in product market.
- Created and built prototypes, implemented product strategy.
- Part of hack-week project (Moments) that led to complete company pivot, finding market-fit in printing photobooks from mobile phone camera rolls.

Ender Labs (Incubator)

Mobile App Designer

Craft pixel-perfect UI designs across a portfolio of client and in-house projects

- Part of a small team of 4, 2 designers, 2 engineers.
- Tightly integrate with engineering to facilitate rapid iteration cycles
- Filmed and edited company promotional photo & video for app launches.

Skills

Product Design, Design Systems, Product Strategy, Product leadership + mentoring, UI Design, UX Research, Wire-framing, Visual Prototyping, Code Prototyping, Design Engineering, iOS and macOS app design, Graphic Design, Web Design, Video Editing, AI Prompt Engineering, 3D + CAD Design.

Figma, Sketch, Xcode, SwiftUI, VS Code, ComfyUI, HTML, CSS, NextJS, Blender.

Interests

Electronics, 3D Printing, Film Photography, Spatial Computing, AI