



Nathan Furr

PRODUCT DESIGNER

Details

2511 N Cascade Dr
Bloomington, 47404
(812) 251-7912
furrdesign@gmail.com

Links

[Portfolio](#)
[Dribbble](#)
[LinkedIn](#)

Skills

Adobe Creative Suite

Figma

Procreate

Final Cut Pro X

Video Production

Social Media Management

Squarespace

Wordpress

HTML & CSS

Hobbies

Woodworking • Guitar building
• Playing guitar, bass, and drums
• Writing original music • Cars
• Bourbon • Learning how to
fix things • Home renovations •
Apparel design

Professional Summary

I am a dedicated Product Designer with a background in UI/UX design, branding, and web design. I'm able to work independently and collaboratively on projects as needed. I'm committed to problem-solving and working toward solutions even when challenges arise. I'm an excellent collaborator with stakeholders from customer teams to engineers.

Employment History

UX Designer, Exclaimer, Bloomington, IN

JANUARY 2022 – PRESENT

- Delivered new app experiences to promote cross-selling of features and increase the conversion rate for trial customers by 10%.
- Improved product adoption by designing a guide to help with onboarding leading to a 30% increase in self-service purchases.
- Managed and rebranded the design system along with a small team of UX designers helping to assist engineers and make their work more efficient by making components more consistent

Creative Director, Periodic, Bloomington, IN

JANUARY 2020 – JANUARY 2022

- Served as interim product manager for a year and led the redesign of our platform during an acquisition. This included planning technical and design elements to ensure a new integration would be successful.
- Delivered product mock-ups for the development team including the custom CSS for each customer to customize our application to match their fonts, colors, and brand style.
- Led a complete re-branding after joining the company and increased our reach over 100X online ultimately leading to acquisition in January of 2022.
- Created informational videos on the product which led to a 10X increase in demo requests month-over-month.

Creative Director, Redeemer Community Church, Bloomington, IN

AUGUST 2013 – JANUARY 2020

- Led a volunteer team of over 40 people to coordinate weekly live services including, music, visual production, and print design inspiring growth from 30 to over 600 weekly attendees over my tenure.
- Completed a branding and visual identity project for the start of the organization as well as website design, themed graphics, and social media. Brand update completed in 2020.
- Designed regular print projects for Annual Reports, brochures, and post cards. Managed social media channels.

Owner, FURRdesign, Bloomington, IN

MAY 2009 – PRESENT

- Freelance website design, graphic design, and video production for small business, non-profits, and e-commerce.

Education

Bachelor of Arts, Indiana University, Bloomington, IN

AUGUST 2005 – MAY 2009

BA in Telecommunications with a focus in Design and Production