Don Fils

Product Manager, Product Designer, UI/UX Designer, Graphic Designer

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Sr. Product Designer specializing in translating user behavior into scalable design systems. 8+ years designing B2B, and B2C, for organizations including Change.org, Kiva, and ClassDojo, with the last 2 years spent designing agentic SaaS products for organizations such as Fastbreak AI.

Validating design direction through data, maintaining stakeholder alignment throughout the process, and confidently communicating complex design decisions across teams. Experienced in leveraging AI to accelerate product delivery while maintaining user-centered focus.

Currently based in Charlotte, NC and open to opportunities where strategic design thinking drives measurable impact.

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Experience

Sr. Product Designer & Design Strategist
Fils & Friends | Remote | 2024 - 2026

Led UX strategy and end-to-end product design for e-commerce clients, focusing on checkout flow optimization and conversion-critical user journeys. For Clearly, redesigned a multi-step checkout experience by clarifying information hierarchy and introducing intuitive UI patterns that reduced purchase friction and improved AOV. For From Florida With Love, designed a complete 0-to-1 platform (site architecture, product flows, and checkout) within an established brand system. Collaborated directly with stakeholders to align design decisions with business objectives, translating user behavior insights into measurable experience improvements across mobile and web.

Clearly - eCom website (clearly.eu)

> **Contribution:** Website Redesign and Checkout Flow Optimization

Challenge: Existing checkout flow lacked clear upsell and bundling patterns during checkout, which in turn affected average order value (AOV) for the brand

Action: Proposed redesign of key components, streamlined the checkout experience by refocusing on clarity of message, and proposed a cohesive design system that enhanced usability while reinforcing brand identity.

Impact: Reduced friction in the purchase journey through clearer navigation and intuitive UI patterns, improved user confidence with enhanced visual clarity and micro-interactions, and created a more memorable digital experience that better differentiated Clearly in the supplement marketplace.

From Florida With Love - eCom website (fromfloridawithlove.co)

Contribution: Designed e-commerce platform (0-1) for sustainable lifestyle apparel brand

Challenge: Create a premium shopping experience that communicates eco-conscious values while driving conversions

Action: Built complete UI/UX including site architecture, product flows, and checkout. Developed a minimal design system balancing brand storytelling with seamless usability.

Impact: Launched conversion-optimized platform with intuitive navigation, established cohesive UI patterns supporting premium positioning, and delivered frictionless shopping experience.

Sr. Product Designer
Fastbreak AI | Charlotte, NC | 2025 - 2026

Designed an AI-first sports scheduling platform from 0 to 1, owning end-to-end UX across mobile and web. Translated complex, multi-variable scheduling logic (conflicting venues, time slots, and participant availability) into clear, intuitive user flows and interfaces. Incorporated AI-driven automation into the core experience, reducing manual coordination for non-expert users. Partnered with engineering to ensure design specifications supported a scalable, component-based system. Applied data-informed iteration to identify friction points and validate design decisions against real usage patterns.

Compete App - Amateur Sports Scheduling

Contribution: Designed amateur sports scheduling application from the ground up, and incorporated AI-first patterns

Challenge: Amateur sports organizers needed an efficient way to manage complex multi-event scheduling with conflicting time slots, venues, and participant availability

Action: Designed an intuitive interface that leveraged AI to automate schedule creation, optimization, and conflict resolution, reducing manual coordination and scheduling conflicts

Impact: Streamlined event scheduling process for amateur sports organizers, eliminating scheduling conflicts and reducing time spent on manual calendar management

Sr. Product Designer

Safer School Solutions | Ft. Lauderdale, FL | 2024 - 2025

Led product design asynchronously for two B2B platforms serving K-12 administrators navigating high-stakes, compliance-driven workflows. Designed SafeguardED from 0 to 1, a behavioral threat assessment tool balancing data-dense information architecture with intuitive flows for non-expert users under pressure. Integrated async communication tools and data-driven insights directly into the interface to support faster, more confident decision-making. Optimized EagleEyed's security accountability workflows by redesigning UI patterns and streamlining multi-step documentation processes across mobile and web. Partnered with product and engineering to ensure designs met both user needs and strict regulatory requirements.

SafeguardED App - Behavioral Threat Assessment

Contribution: Led (0-1) product design for a behavioral threat assessment platform serving K-12 schools

Challenge: School staff lacked an intuitive system to identify, assess, and mitigate potential student threats

Action: Designed an interface that integrated data-driven insights with async communication tools, enabling staff to efficiently document, assess and respond to behavioral concerns

Impact: Empowered K-12 school staff with a streamlined workflow for threat assessment, and documentation

EagleEyed App - School Safety & Accountability

Contribution: Optimized existing app processes and UI patterns for school security assessment checks

Challenge: School staff struggled with complex processes for conducting security assessments and tracking required compliance documentation

Action: Redesigned UI patterns and streamlined workflows to simplify security assessment procedures and documentation management

Impact: Reduced friction in security assessment processes, enabling school staff to complete compliance requirements more efficiently and accurately

Product Designer
Niftic Agency | Remote | 2022 - 2023

Designed and optimized digital experiences for mission-driven organizations across civic tech, fintech, and social impact verticals. At Change.org, was part of one of the first design teams to integrate ChatGPT into a live production platform, designing AI-assisted flows that reduced blank-page friction and improved petition completion rates for millions of users. At Kiva, redesigned a multi-step checkout experience to surface transparent funding information at the right moment, directly improving donation conversion rates. For Salt Lake County, designed a unified municipal website and CMS architecture that consolidated fragmented government services into a single, accessible experience for a diverse, non-expert citizen base. Collaborated cross-functionally with researchers, engineers, and stakeholders to translate user feedback and behavioral data into shipped product improvements.

Change - Petition Creation and Sharing Platform (change.org)

Contribution: Integrated early ChatGPT functionality into Change.org's petition creation flow

Challenge: 83% of users struggled to complete petitions

Action: Designed and implemented AI-assisted content suggestions within the petition creation flow to guide users through the writing process, this included ChatGPT assisted petition creation, and sourcing of images from royalty-free image websites such as Unsplash.

Impact: Improved petition completion rates by helping users overcome creative barriers and craft more compelling and persuasive petition content

Kiva - Checkout Flow Optimization (kiva.org)

Contribution: Optimized checkout flow to increase donations to Kiva's operational fund

Challenge: While users were successfully lending to small businesses in developing countries, they weren't donating to Kiva itself, which operates without taking a cut or percentage of microloans and relies on voluntary donations

Action: Redesigned the checkout experience to better communicate Kiva's zero-fee model and clarify how optional donations support the platform's operations

Impact: Increased donation conversion rates by making Kiva's funding model more transparent and creating clearer pathways for lenders to support the platform alongside their loans

Salt Lake County - Municipality Website and CMS (saltlakecounty.gov)

Contribution: Redesigned Salt Lake County's municipal website to unify access to government services

Challenge: Citizens struggled to navigate fragmented government services across departments (Sheriff, Water Management, Restaurant Permitting, Sanitation), leading to poor engagement and accessibility

Action: Designed a unified website and CMS architecture that consolidated multiple service departments into a cohesive, intuitive navigation system

Impact: Improved citizen engagement and service accessibility by creating a seamless experience for residents to access critical government services

ClassDojo - Privacy for EdTech (classdojo.com)

Contribution: Designed privacy-focused UI solutions for a classroom communication platform connecting teachers, students, and families.

Challenge: Teachers struggled to share everyday classroom activities because manually checking photo permissions for each visible student was time-consuming and error-prone.

Action: Proposed in-app face-blurring and drawing tools allowing teachers to quickly obscure students without requesting photo permissions before upload. Designed intuitive editing UI integrated into the upload image flow

Impact: Presented a privacy-first solution that would enable (if implemented) COPPA-compliant photo sharing without disrupting teacher workflow, eliminating the need for manual permission checks while maintaining student privacy through accessible editing tools.

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Education

Palm Beach State College - Palm Beach Gardens, FL. 2011-14

Built a re-enforced foundation in design and branding principles. Over the past decade, I've built on that education through continuous learning, mentorship, and hands-on experience embedded into fast-paced teams.

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Tech Stack

Design: Figma FigJam, Adobe Creative Cloud (Photoshop, Illustrator, InDesign) Affinity

Web Design: Framer, Figma Sites, Figma Make, Webflow, Squarespace, Shopify

AI Tools: Anthropic (Claude), Google Gemini, Figma Make

Project Management: Notion, Slack, Atlassian Jira, Atlassian Confluence, Google Workspace, Calendly, Zoom Workplace, Loom, Bear

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Skills

Product Design
Enterprise-Scale Design, AI-First Design, Design Systems, Information Architecture, Design Strategy, Stakeholder Alignment, Cross-Functional Leadership, Heuristic Evaluation, Responsive Design, Wireframing, Prototyping, User Research, Journey Mapping, WCAG Accessibility, Multi-Modal Interfaces, Agile Practices, Executive Communication, Data-Informed Design, AI-Assisted Design, HTML, CSS, React