

# Doug Fertig

User Experience and Product Designer • Design Systems • Data Visualization • Internal Tools

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## Work Experience

### Docusign, Remote • Senior Product Designer

10/2021 - Present

- Enhanced Design System:** Improved the user interface by adding new features and refining existing elements. This led to a more efficient and user-friendly experience for clients.
- Developed Data Visualization Library:** Engineered a brand-new library for presenting data that integrated directly with the existing design system. This addition significantly enhanced the user's decision-making process by simplifying the complexities involved in designing with data, making it more accessible and user-friendly.
- Promoted Team Collaboration:** Worked with various teams (accessibility, content, and engineering) to ensure our designs met high standards for inclusivity, technical feasibility, and accessibility, leading to products that are user-friendly for a diverse audience.
- User-Centered Research:** Conducted in-depth user research using interviews, surveys, and market analysis to create designs that meet user needs and align with the product goals.
- Redesigned System Documentation Website:** Led the overhaul of our design system's documentation site, making it more intuitive and informative for users, which improved their ability to effectively apply the design system and collaborate with the design system team.
- Automated Workflow Processes:** Streamlined team processes by automating onboarding, collaboration, and feature request handling, resulting in significant time savings and increased productivity.
- Managed Design System Updates:** Oversaw the process of reviewing and approving updates to the design system, ensuring that all changes were beneficial and aligned with the design system standards.
- Analyzed Design System Usage:** Monitored and evaluated how the design system was used, providing insights that helped make data-driven improvements.
- Facilitated Product Team Collaboration:** Regularly led reoccurring meetings with product teams to address any questions regarding the implementation of our design system, ensuring smooth integration into their projects.

### Disney Streaming, New York, NY • Product Design II

05/2020 - 10/2021

- Owned End-to-End Design of Business Intelligence Tools:** Managed the complete design process for three key internal tools, each serving a unique and critical function within the company:
  - Experimentation Tool:** Developed a tool for optimizing user experiences, enabling teams to test and refine user interfaces, enhancing customer satisfaction and engagement.
  - Monitoring and Visualization Tool:** Created a tool to track and visually represent video streaming performance. This tool is vital for quickly identifying and addressing streaming issues, ensuring a high-quality viewing experience for users.
  - Content Performance Reporting Portal:** Designed a comprehensive portal to monitor and report on content performance and user engagement across Disney+. This tool provides valuable insights into viewer preferences and behaviors, guiding content strategy and marketing efforts.

### Loeb.NYC, New York, NY • Senior UX Designer

06/2019 - 05/2020

- Team Leadership in CMS Platform Development:** Guided a team of three designers in developing a comprehensive Content Management System (CMS) for an events website. This platform supports various functionalities, including event information, ticket purchasing, e-commerce operations, and editorial content management, enhancing user experience and operational efficiency.
- UI Redesign and System Development for Fetch Rewards App:** Overhauled the user interface of the Fetch Rewards App, creating both mockups and prototypes. Established a comprehensive design system, aligning the app's visual and functional aspects, which improved user engagement and the application's usability.
- Brand Identity Development with Fetch Rewards Executives:** Collaborated directly with the Chief Marketing Officer and Chief Operating Officer of Fetch Rewards. Played a key role in defining and shaping the company's brand identity, positioning, and understanding of the target audience, contributing to a more focused and effective marketing strategy.
- E-Commerce Experience Redesign for Firstleaf Wine Club:** Collaborated directly with the CEO to transform the online shopping experience for the Firstleaf Wine Club. Enhanced the user interface and user experience, leading to a more intuitive wine purchasing process. This resulted in increased customer satisfaction and sales.

### MonstarLab (formerly Fuzz Productions), Brooklyn, NY • Product Designer

02/2018 - 05/2019

- Digital Ecosystem Design Leadership:** Spearheaded the creation of a comprehensive digital platform for fast-casual restaurants, encompassing various customer touchpoints including web marketing, online ordering, a native iOS mobile app, and in-store ordering kiosks. This unified system enhanced the customer experience and streamlined restaurant operations.
- Customizable Content Management System Development:** Engineered a versatile content management system tailored to adapt to different client brand guidelines and specific needs. This system enabled clients to easily modify and manage their digital content, ensuring brand consistency and meeting diverse operational requirements.
- Collaborative Feature Development:** Actively collaborated with key stakeholders, including the CEO, Sales Team, Product Managers, and Software Engineers. Contributed to brainstorming and developing new features for the platform, thereby expanding its capabilities and addressing evolving market demands and customer needs.

## Education

### School of Visual Arts, New York, NY • Master of Fine Arts - Products of Design

2015 - 2017

### SUNY New Paltz, New Paltz, NY • Master of Fine Arts - Ceramics

2010-2012

### Alfred University, Alfred, NY • Bachelor of Fine Arts

2004 - 2008

## Skills

### Hard Skills

Advanced User Testing Techniques • UX Research and Human Centered Design • Information Architecture • Wireframing • High Fidelity Prototyping • Complex Systems Design • Advanced Data Analysis • Interaction Design • Visual Design • Mobile and Web Design (HTML, CSS, Javascript) • Design Software Proficiency (Figma, Sketch, Adobe Creative Suite, or similar)

### Soft Skills

Strategic Leadership • Influencing and Negotiation • Advanced Stakeholder Management • Communication and Presentation • Empathy and User-Centered Approach • Coaching and Mentoring • Team Collaboration and Diversity Inclusion • Creative Problem Solving and Critical Thinking • Business Acumen • Receptiveness to Feedback