

# Collin Green

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## Education

### University of North Florida - 2009

BFA Graphic and Web Design,  
Minor Photography

## Project Skills

Product Design, Product Strategy, Visual Design, Information Architecture, Interaction Design, Prototyping, Growth

## Software Skills

Sketch, Origami, Photoshop, Illustrator, Keynote, Principal, HTML/CSS, Always learning more

## Experience

### Facebook

#### Product Designer, Facebook Gaming Jan 2018 – Present

- Lead designer for Gaming Creator products including clip library and streamer dashboard
- Concepted and created the new mobile experience for instant games on the facebook platform increasing retention and synchronous game engagement
- Designed new gamer specific units for News Feed helping drive discovery and retention

#### Product Designer, Ads Manager App June 2017 – Jan 2018

- Responsible for designing Facebook Ads creative tools for mobile ad creation
- Worked closely with research creating high fidelity prototypes for user testing
- Partnered with multiple teams across the company including Facebook, Messenger and Instagram to ensure product consistency allowing the experience to scale easily across platform surfaces

#### Product Designer, Ads Delivery Insights April 2016 – June 2017

- Lead designer for Delivery Insights for Ads Manager
- Partnered with data science to identify root causes for performance shifts in advertiser KPIs that drove product direction
- Designed multiple dashboard iterations and notifications created to seamlessly integrate across multiple surfaces within Ads Manager Platform

### Vouch Financial

#### Senior Product Designer Aug 2015 – Feb 2016

- Lead UX and UI for web and mobile customer facing platforms
- Increased sponsor engagement by 70% with on-boarding redesign
- Created multiple graphics and designs for website, Tally iOS app, and product dashboard

### StudyBlue

#### Senior Product Designer Dec 2014 – Aug 2015

- Lead designer responsible for creative vision and multidisciplinary design deliverables
- Created and managed a comprehensive redesign for iOS application
- Partnered with engineering in the creation of a living design system library
- Drove an update for web cancellation flow to helping retain users

### Crunchyroll

#### Product Designer Oct 2013 – Dec 2014

- Lead designer for iOS and Android platforms
- Grew a team of 4 designers into 11 spanning both product and marketing
- Created acquisition flows partnering with marketing, engineering, and branding teams
- Led design and product direction of Kdrama platform
- Organized and managed the convergence of Kdrama and Soompi platforms

### Vodori / Pepper CMS

#### Senior Designer 2010 – 2013

- Lead UX and UI for Pepper mobile application
- Created front end markup and styling for multiple client websites including Abbot Vascular and Roche Diagnostics
- Helped grow a team of 2 into 8 multi disciplined designers

### Martinez Advertising Group

#### Web and Brand Designer 2008 – 2010

- Created branding and websites for multiple local businesses both small and large
- Responsible for creation and maintenance of HTML and CSS on multiple client sites
- Drove messaging and visuals on numerous print and web ad campaigns