

# Sean Gordon Wittmeyer

AIA, NCARB, LEED AP BD+C, SEED  
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*I'm Sean Wittmeyer, a senior product designer taking a holistic design approach through data, research, and collaboration.*

## Professional Experience

2023-2024

### Product Strategist

Outer Labs, Portland, Oregon (Remote), [outerlabs.io](http://outerlabs.io)

I helped lead the business development team that outlined growth opportunities for the company and facilitated workshops for alignment with the C-suite and product leadership.

- Developed a sales funnel for prospecting and onboarding enterprise client services contracts.
- Spearheaded a customer onboarding workflow for identifying customer pain points.
- Conducted market research and analysis using Dovetail to communicate findings.
- Lead user interviews and communicated findings as part of feature discovery.

2022-2023

### Lead Product Designer

Modumate, San Francisco, California (Remote), [modumate.com](http://modumate.com)

I launched a go-to-market strategy that saw 20x growth in signups and a 600% increase in paid accounts. Transitioned to the core product and oversaw the development of key features.

- Designed and shipped over a dozen major features with the goal of creating seamless experience from onboarding through modeling and sharing deliverables.
- Launched an integrated onboarding experience from ads to modeling and deliverable export.
- Interviewed and synthesized data from over 300 customers interviews driving the roadmap.
- Designed a UI component library that sped up engineering for design system integration.
- Lead strategy and design for a product marketplace creating a new revenue stream.

2020-2022

### Technical Design Manager, Senior Project Architect

New Avenue Homes, Berkeley, California (Remote), [newavenuehomes.com](http://newavenuehomes.com)

Designed and managed 12 residential remodels and spearheaded the design of the New Avenue app streamlining project management for homeowners and builders.

- Lead design, testing, and validation for a number of major features and interfaces working with leadership, stakeholders, users and clients.
- Implemented technical design strategy including product management for the New Avenue App, standards and template development, permitting and sustainability review, and other tasks raising the bar for projects completed by the entire New Avenue team.
- Lead and designed a seamless customer service experience to transition builders, designers, and homeowners to the new app.

2016-2020

### Project Architect and Computational Designer

ZGF Architects, Portland, Oregon, [zgf.com](http://zgf.com)

Worked on large scale medical projects as a project architect and in-house technologist delivering reusable, high performance design tools used across project teams.

- Designed, developed, and open-sourced Pylos, a firm-wide digital knowledge sharing platform for high performance design tools and resources.
- Served as an in-house resource on the Project Performance Team developing reusable digital tools for energy, carbon, and human wellness analysis for various projects.
- Supported teams designing tools and visualizations for medical planning, massing and programming, master planning, envelope detailing, and client and stakeholder management.

2004-2016

### Designer and Founder

Zilifone Design, Fort Collins, Colorado, [zilifone.net](http://zilifone.net)

Designed and developed over 300 commercial apps and websites from ideation to launch. Focused on apps for veterinary clinics, wellness centers, vineyards, higher education and knowledge repositories.

- Redesigned EddyFlower, a premier kayaking community database and app that increased signups by 30%, crowdsourced conditions reports by 44% and increased affiliate sales directly leading to the sale of the platform.
- Designed and developed Camper, a summer camp management platform that processed \$3M in payments and over 8,000 activity registrations, and sped up reporting in it's first year.
- Managed a strategic partnership with Comcast delivering small business websites.

## Education

### Master of Urban Design

Thesis in Complex Adaptive Systems  
Iowa State University, Ames, Iowa

### Master of Architecture

Thesis in Net-zero Energy Design  
Iowa State University, Ames, Iowa

### Bachelors of Environmental Design

Emphasis in Structural Engineering  
University of Colorado, Boulder, Colorado

## About Me

### Interests

I'm dedicated to creating the next generation of powerful and intuitive tools for complex workflows that AEC professionals deserve. I've focused merging my background as an architect with my experience as a product designer.

### Skills

**Interaction Design:** I design, communicate and deliver efficient, accessible, and powerful interfaces that get shipped.

**User Research:** I conduct user research to drive design with research methodologies including Strategyzer, Surveys, A/B Testing, interviews, feedback and analytics mining.

**Prototyping:** I use Figma to create wireframes and high fidelity mockups as well as write code to create working prototypes to clearly communicate designs for product and engineering alignment.

**Product Strategy:** I have an eye for opportunity and help define OKRs and company vision while connecting product, engineering, users and leadership.

**Entrepreneurship:** I thrive in a startup environment sharing my AEC industry expertise and experience having founded two tech companies.

**Architecture:** I practiced as a licensed architect in Oregon and Colorado, working on diverse projects including labs, healthcare facilities, residential ADUs and remodels through construction.

### Strengths

I'm a jack of all trades and early adopter specialized in product design. I'm flexible, learn new tools and systems quickly, and clearly articulate my work in terms that helps teams ship.

## Portfolio →

<https://sean.wittmeyer.io/>