DUSTIN REED

SENIOR PRODUCT DESIGNER | ZERO-TO-ONE MARKETPLACES, DESIGN SYSTEMS

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SUMMARY

Senior Product Designer with 8+ years building zero-to-one products that ship and scale. Founding designer at a two-sided RV marketplace since 2018, leading creative direction through 10-person growth and 279% YoY host acquisition. I design end to end: brand identity, native iOS/Android apps, design systems, and production React code. Then I drive products into market through self-serve onboarding and conversion-focused interfaces.

SELECTED RESULTS

279% YoY marketplace host sign-ups | InfoCon business tripled after the self-serve quoting launch, as reported by the owner | Majority of B2B quote requests moved to self-serve | About 8% lead capture on paid search | 500+ listings at a 4.8 host rating

EXPERIENCE

Founding Designer & Product Lead, CurbNTurf
Remote | Dec 2018 - Present

- Launched the brand, marketplace, and iOS/Android apps for a two-sided RV platform; now 500+ active listings at a 4.8 host rating.
- Drove a 2023 supply push that lifted host sign-ups 279% year over year; roughly 90% compound annual growth has continued since.
- Designed self-serve host onboarding that enabled landowners to join the marketplace without a sales team.
- Designed the booking and checkout flow that captures the platform's 15% service fee, the company's only revenue stream.
- Led company-wide creative direction as CurbNTurf scaled to a 10-person team.
- Led the v2 product redesign, using AI-driven workflows to accelerate design-to-code handoff, and defined the AI integration strategy for the next-generation app.
- Write the production front end in Next.js, React, and TypeScript and integrate it with the backend; earlier moved design into Webflow so developers received working code instead of mockups.
- Designed the internal tools used by the field sales team.

Principal Designer, The Tink Tank
Remote | May 2018 - Present

- Run the studio for SaaS, healthcare, retail, and commerce clients, directing the freelance designers and developers each project needs.
- InfoCon + LRS: Designed two brand identities and a self-serve quoting system for a large-print book manufacturer. Moved most B2B quote requests to self-serve with an instant price estimator; the business tripled after launch.
- New Smile Dentures: Rebranded a denture practice and designed landing pages optimized for conversion. SEO and paid search drove 5,000 to 10,000 monthly visits at about 8% lead capture.

Founder & Product Designer, StickyFlow
Remote | Mar 2026 - Present

- Founded and designed the full product experience: positioning, brand, and a Next.js site built to sell deployed AI systems, not consulting. The interface reflects technical precision over marketing language.
- Built the systems themselves: RAG chatbots, LLM API integrations, and agent workflows in custom code, CRM syncing, and data pipelines, all within the client's own accounts and keys, so they retain the architecture and data.

Graphic Designer, Ivie
Boise, ID | Mar 2017 - Dec 2018

- Designed national in-store campaigns for Albertsons, a Fortune 500 grocery retailer, from concept through rollout across 2,000 stores.

Graphic Designer, Vital Sign & Graphics
Rexburg, ID | Jul 2015 - Dec 2016

Graphic Designer, Brigham Young University-Idaho
Rexburg, ID | Apr 2014 - Jun 2016

SKILLS

Product Design: zero-to-one, two-sided marketplaces, self-serve onboarding, design systems, iOS and Android, IA and search for large catalogs, prototyping in Figma and code, user research and usability testing
Front End: React, Next.js, TypeScript, Tailwind, GSAP, Webflow
AI: LLM APIs (Anthropic, OpenAI, Gemini), RAG, prompt and agent design, Claude Code, Cursor, Antigravity
Design: Figma, brand and identity, art direction, accessibility (WCAG AA)
Growth: SEO, Google Ads, landing-page conversion
Languages: English, Spanish

EDUCATION

Brigham Young University-Idaho, Bachelor of Arts (BA), Graphic Design | Rexburg, ID | 2014 - 2016 | GPA 3.7

PROJECTS

Coqui Cardboard (coquicardboard.com): A 24,000-card sports-card catalog with command-palette search, built end to end in Next.js and Supabase. Designed for collectors who need to find specific cards fast: search, filters, and catalog IA built from scratch.

Portfolio (dustinreed.co): Hand built. A color control rotates hue in OKLCH at constant relative luminance, so all 340 contrast pairs hold their ratios. Embedded WCAG AA enforcement in the design system with automated contrast checks that fail below the standard.