

Darren DeCoursey

Senior Product Designer

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SUMMARY

AI-native product builder based in Vancouver, B.C. who drives impact through careful craft and deliberate design. Worked at five companies, building solutions in mobile entertainment, ecommerce, unified communications, health and patient research tools, and AI-assisted localization.

WORK EXPERIENCE

Product Manager @ LipDub AI (Owned by MARZ Visual Effects)

May 2026 - Present, Toronto, ON (remote)

- Led Product & Design strategy to synthesize 100+ customer call insights into Vercel-hosted, multi-quarter roadmap, driving engineering goals towards core localization use case.
- Managed end-to-end execution for the app's AI-powered localization suite, directing 4 full-stack developers through roadmap planning, Agile sprints, user testing, and QA to boost user engagement and expand market reach in Europe & South Asia.
- Designed and shipped beta of video personalization workflow in under 4 weeks, compressing ML research, prototyping, usability testing, and production UI design into an Agile development cycle.
- Led product rollout of the fastest, highest quality generative AI lip sync model on the market (LipDub 2.0), reducing time-to-value for free trial users from 1 hour down to 10min, and increasing average signup to render completion rates from 15% to 65%.

Senior Product Designer @ LipDub AI (Owned by MARZ Visual Effects)

January 2023 - March 2025, Toronto, ON (remote)

- Led overall design of LipDub's platform and API business to grow to a projected \$3 million ARR in less than 8 months following launch.
- Designed a comprehensive audio translation editing interface in Figma, introduced high-impact features: contextual prompting, custom captioning, and segment pacing which drove a 70% increase in translation accuracy ratings (from 5 to 8.5/10).
- Designed an intuitive experience for a complex, technical multi-actor AI facial tracking workflow, converting bleeding-edge generative AI research into a production-ready, intuitive interface to capture the market for high-end film and TV dubbing studios.
- Initiated multi-product design system, for developers to build out using Tailwind CSS and Base UI, and accessible via Storybook, with 60+ fully spec'd components and patterns, typography, and semantic tokens to support custom modes.
- Conducted usability studies and accelerated VFX Artist Shot Output by 72%: Architected and scoped out a custom Bézier masking tool within the Vanity app, empowering VFX artists to more accurately isolate facial regions for digital aging/de-aging of Hollywood blockbusters.

Senior Product Designer @ PG Forsta (now Qualtrics)

January 2022 - January 2023, Vancouver, B.C.

- Owned full design of secure, HIPAA-compliant panel moderation mobile app, "Forsta Interviews," built off of via Zoom SDK, through close collaboration with engineering, sales, and qualitative researchers, which drove sales and upsell conversations with 13 Enterprise European customers.
- Redesign and integrated text analytics AI feature into enterprise workflow automation tool, "Action Management", using Figma, reducing average time to completion by 43%.
- Conducted user research with 11 market research prospects and prototyped a new canvas tool for projective techniques, unlocking new methods for scalable, qualitative data collection.
- Unified and updated "Jotenheim" design system components in order to create a cohesive Patient Experience across 4 touchpoints in the HX platform.

Senior Web & Conversion Designer @ Dialpad Inc.

August 2020 - December 2021, Vancouver, B.C.

- Designed new signup / login and onboarding flow for the Growth and Product teams, with a focus on increasing engagement, reducing misclicks, and unifying singular experience across Marketing and Product.
- Worked on major web rebrand of the corporate website, developed 10+ new, fully responsive, web components in Figma, as part of new visual identity, as well as design unification of 2 recently acquired conferencing companies.
- Created Figma copy and asset workflow to scale over 1200 display ad and campaign variations at scale.
- Built A/B testing criteria and design workflow for Growth team to improve sign-up to paid conversion metrics on pricing and custom landing pages.

Senior Web & UX Designer @ Elastic Path Inc.

February 2017 - June 2020, Vancouver, B.C.

- Collaborated cross-functionally with Product Engineering and Sales teams to design and execute the complete User Experience for the launch of their enterprise Free Trial, starting with customer interviews, then wireframing, prototyping, and final UI delivery, resulting in 164 Enterprise Leads and a decrease of deployment time from 3 days to less than 7 minutes.
- Managed a smooth and successful website rebrand and platform upgrade, working with both a design agency and web contractor over the course of six months, with 0 loss in organic traffic.
- Led the SEO and strategy, partnering with Digital Brand Services to boost brand visibility, and increase site traffic over 1.5x by migrating the primary eCommerce blog to the main domain.
- Designed the App Marketplace experience for all integrations that could utilize Elastic Path's custom APIs.

SKILLS & CAPABILITIES

Skills: Visual Design, UI/UX Design, Wireframing, Interactive Animation, Journey Mapping, User Research, Product Management, Roadmap Planning, User-Centered Design, 3D modeling, Visual asset production, Information Architecture, Leadership, AI Prototyping, Design Handoff, Design Mentorship, PRD Writing, Agile, Cross-functional collaboration.

EDUCATION

Masters in Digital Media, Centre for Digital Media

Vancouver, B.C. | 2014 - 2016

Bachelors of Art History, University of British Columbia

Vancouver, B.C. | 2002 - 2006

SOFTWARE & TOOLS

Tools: Figma, Cursor, Claude Code, Antigravity, Storybook, Vercel, Supabase, Adobe Creative Suite, Metabase, Microsoft Clarity, Posthog, Jira, Tailwind CSS, Trello, Blender 3D, Condens, Hubspot.

References Available Upon Request