Darren DeCoursey

Senior Product Designer

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SUMMARY

Senior Product Designer with **10+ years** designing activation, onboarding and monetization flows for SaaS products. Sole designer and product lead (from 2026) for LipDub AI, a generative-AI video platform that reached **$2.8M** contracted **ARR in 8 months**. Lifted **trial activation** from **15% to 65%** and cut time-to-value from over **1 hour** to **under 10 minutes**. Prototyped and shipped UI in code (Claude Code, Cursor, Figma) and owned product decisions end to end.

WORK EXPERIENCE

Senior Product Designer at MARZ VFX

January 2023 - November 2026 | Vancouver, BC (remote)

Promoted May 2026 to lead both Design and Product Management. Owned research, design and prototyping, end-to-end.

LipDub AI: a B2B video localization platform (Aug 2023-Nov 2026)

- Reached $2.8M contracted ARR in 8 months from public launch, after designing 0 → 1 video localization platform LipDub AI.
- Lifted trial activation from ~15% to 65% (users reaching first render) within 2 weeks of September 2026 release by improving the UX and reducing friction in free trial onboarding via PostHog analysis.
- Cut time-to-value from 60+ minutes to under 10 minutes, driving roughly 4x more trial-to-paid conversions, by improving initial translation flow and reducing required steps.
- Designed 6 required Enterprise features: SSO, MFA, API key management, feature gates, Translation Memory, and audit logs.
- Built a 60+ component library and atomic design system, complete with primitive and semantic tokens, leveraging Base UI, Tailwind CSS and Storybook.

Product & design strategy (May–Nov 2026), reporting to the CTO

- Increased feature delivery from 0.5 to 3 features per sprint, for an 8-person engineering team, streamlined the roadmap, moved from Kanban to sprints with lightweight PRDs, and separated code deployments from feature releases.
- Wrote design and product requirements for Stripe-based entitlements that gate and provision features by subscription tier.
- Built Claude-powered tools for product roadmapping, PRD generation, AI model benchmarking, product marketing and customer comms that supported the LipDub 2.0 launch.

Vanity AI: software for VFX artists to de-age actors (Jan-Aug 2023)

- Reduced artist time required per shot by an average of 72% by improving the interface, informed by interviewing 12+ artists and post-production experts to find blockers in a Nuke-dependent masking workflow.
- Implemented 3 major changes to artist workflow, reducing labor time from around 1.5 hours to less than 25 minutes, by designing parallel batch preprocessing, a custom Bézier masking tool and an edge-refinement panel interface in the styleframe editor.

Senior Product Designer at Press Ganey Forsta (Qualtrics)

January 2022 - January 2023, Vancouver, BC

- Streamlined workflow for case management tool, cutting completion time 43%, by: shifting UI from legacy workspace, simplifying email notifications settings, and introducing AI-sentiment scoring tool to categorize case urgency.
- Designed an end-to-end, mobile UX for a cross-platform, HIPAA-compliant, health research application, built on the Zoom SDK, partnering closely with engineering and product teams.
- Worked within a 12-person design team to unify multiple, independent, component libraries within our existing “Jotenheim” design system, including a proprietary color picker component, to establish cohesive page templates and touchpoints across the platform.

Senior Web & UX Designer (Conversion & Growth) at Dialpad Inc.

August 2020 - December 2021, Vancouver, BC

- Redesigned end-to-end onboarding and account entry flows with growth and engineering partners, reducing support friction by 20% while improving activation and conversion metrics, through A/B testing and multi-variate testing of landing pages.
- Partnered with growth engineering and cross-functional partners to build experimentation criteria, wireframes, and high-fidelity responsive UI components in Figma to improve conversion rate optimization.

Senior Web & UX Designer (Conversion & Growth) at Elastic Path Inc.

February 2017 - June 2020, Vancouver, BC

- Streamlined setup time for enterprise free trial from 3 days to under 7 minutes, by leading 6 months UX research and design project for self-serve trial, with an on-prem, pre-SaaS headless commerce solution.
- Led web experience and updated website through a 3 month rebrand, and managed third party SEO team.

UX Designer at V2 Games

June 2016 - November 2016, Vancouver, BC

- Built the UX pipeline from scratch for a Unity mobile games studio and designed core menu, gameplay and monetization flows for Beast Brawlers (Top 10 Game, Google Play Indie Games Festival 2017) and Fantasy Football League. Mentored junior designers on mechanics, UX research and usability presentations for stakeholders.

EARLIER EXPERIENCE

Visual Effects Artist at various film & television studios

July 2007 - May 2014 | Vancouver, BC

Worked at several visual effects companies in Vancouver, including Zoic, Anthem VFX, Lux VFX and Gener8 (now Eight Solutions). Credits include: Get Smart, 300: Rise of an Empire, Iron Man 3 and Thor: The Dark World.

TOOLS, SKILLS & CAPABILITIES

Tools: Figma, Storybook, Jira, Confluence, Dev Mode, Cursor, Claude Code, Vercel, Tailwind CSS, Base UI, PostHog, Microsoft Clarity, Blender 3D, LaunchDarkly, Stripe API Billing.

Skills & Capabilities: Product Design · Activation & Onboarding · Monetization & Subscription UX · A/B Testing · Design Systems · UX Research & Usability Testing · Prototyping (Figma, Claude Code, Cursor) · Product Analytics (PostHog, Clarity) · Entitlements · Roadmapping · RICE.

EDUCATION

Master of Digital Media, Interaction Design, Centre for Digital Media

Vancouver, BC | 2014 - 2016

Bachelor of Arts, Art History, University of British Columbia

Vancouver, BC | 2002 - 2006