Dawn Delatte

dawndelatte.github.io | dawndelatte@gmail.com | 504-201-2864

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thoughtbot

Director of Design Strategy
May 2024 — Present

- Generate and nurture client relationships, identifying new design-related business opportunities
- Oversee design projects from inception to completion, ensuring client success, timely delivery, and budget adherence
- Work seamlessly with cross-functional teams, including marketing, product, and engineering, to integrate design strategy across projects
- Mentor, inspire, and foster collaboration among designers across the organization

Managing Director
2018 — 2024

- Ensure the success of my business vertical and team through managing financial health, team fulfillment, and client success.
- Lead a team of designers and developers through consulting challenges and career growth
- Align the business and team with company vision and goals
- Conduct market research and create initiatives that help attract clients and projects that align with our values
- Support the launch and growth of thoughtbot's first Incubator

Product Designer
2016 — Present

- Consult with clients and engineering teams on product and business strategy, product road mapping, and general project planning
- Communicate directly with stakeholders and team members to identify problems and opportunities
- Facilitate customer discovery and design-thinking exercises to validate the business and product opportunity
- Prototype solutions to be validated and implemented for product and feature launches
- Conduct market research, user interviews, and usability tests
- Ultimately, design solutions that are meaningful to users and positively impact products and businesses

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Spiceworks

Visual Designer
2015 - 2016

- Designed advertisements for web and mobile products and platforms
- Collaborated with the marketing team on campaigns and initiatives
- Created email marketing collatoral and infographics for campaigns
- Created video graphics for live-stream programming
- Created and produced print and digital products and signage for large-scale, company-wide events

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Freelance Clients

Product, Visual, and Brand Designer
2015 - 2016

- Created brand identities, logos, and brand guidelines for small businesses
- Designed web applications, from wire frames to full-fidelity comps
- Helped with design implementation on the front-end using HTML and CSS
- Created icons, illustrations, and scenes for a mobile gaming app
- Designed UI components library for a new product
- Communicated and collaborated with product owners and developers to meet various design needs

Education

The Iron Yard
2015

UI Design and Front-End Development

Discovery and ideation, foundational design principles, cohesive design languages, design tooling, and interface development using HTML, CSS, and some JavaScript

Belhaven University
2006 - 2009

School of Fine Arts

Louisiana Tech University
2005 - 2006

Studio Art & Psychology

Skills | Tools

- Group Facilitation
- Design Sprint Methodology
- Product Strategy
- Prototyping & Visual Design
- User Interviews
- Usability Testing
- Market Research

- Business Development
- Consultative Sales
- P&L Management
- Team Growth & Management

- Figma
- Adobe Photoshop
- Adobe Illustrator

- HTML
- CSS3
- Git