

SELECTED WORK – DESIGN + STRATEGY

Dawn Delatte

Design leadership and product strategy for teams building software across industries and business stages

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Paul Young Tremor

TIMELINE

~ 6 weeks

ROLE

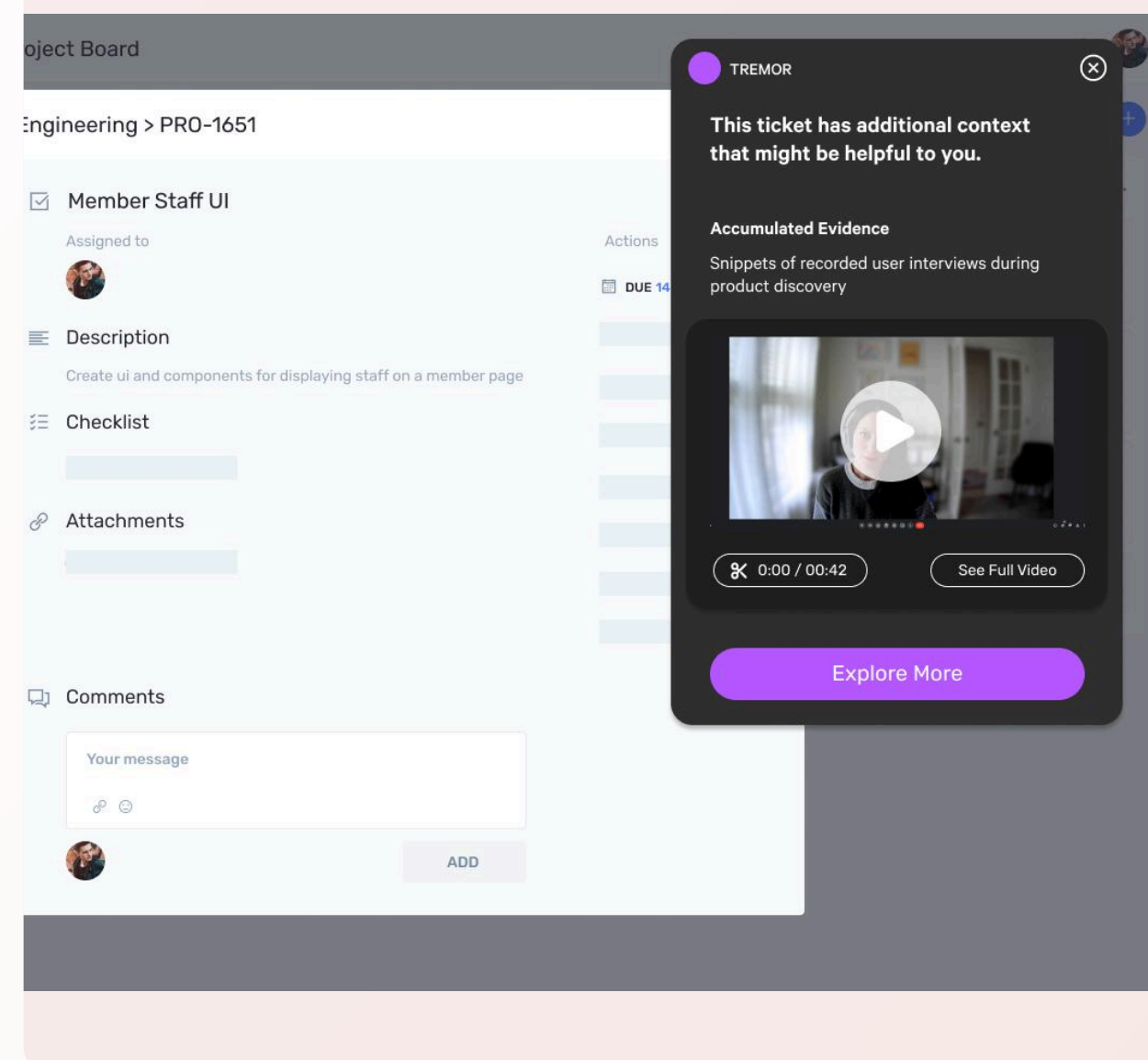
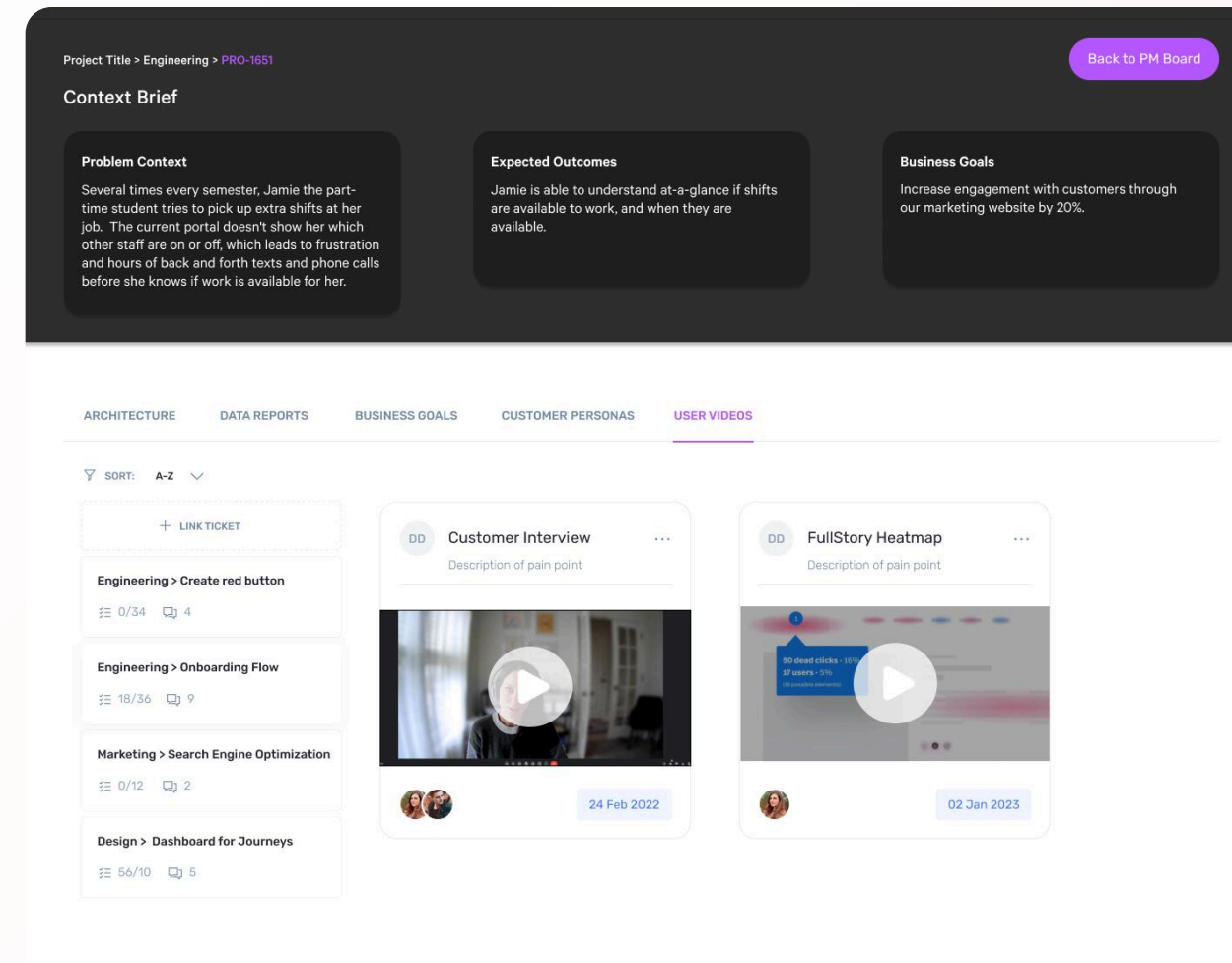
Research, Strategy, +
Prototype Design

PROCESS

Starting with market segmentation, the team identified and scored potential customers based on their needs, while mapping the competitive landscape to surface gaps. From there, we formed problem statements and hypotheses, then validated them through prototyping and user interviews. Iterative testing invalidated several early assumptions, prompting a pivot to a more promising market segment, with each round of qualitative research sharpening our targets and surfacing new opportunities.

OUTCOME

Through 30+ interviews with industry experts and potential customers, the team surfaced key insights that sharpened their problem statement and validated the product direction, giving Paul a strong foundation to attract co-founders and investment.



Supporting Evidence:

- [Rakesh Sharma](#)
- [Nirmal Manavalan](#)

Theme 2: Less mature teams (or smaller teams) may have a strong for process improvement.

■ "I think that this could become very useful, but right now we would probably misuse"

💡 Their dev team has a lot of autonomy to decide how something gets implemented

Supporting Evidence:

- [Donald Hunter](#)
- [Michael Schott](#)

Theme 3: Context is preferred during planning, not during execution. Most developers currently gather the context they need to build something during plan phases. They don't seem to perceive a problem with this process and expect there to be minimal back and forth once they are working at the "story" level.

■ "Most context is given during planning"

💡 If [participant] was in a situation where they were making a technical or implement decision, it would never just go straight to development, it would go back to the product design team

💡 Doesn't want Product team to interrupt development team

Supporting Evidence:

See public case study [➔](#)

45 Exchange

TIMELINE

2 weeks

ROLE

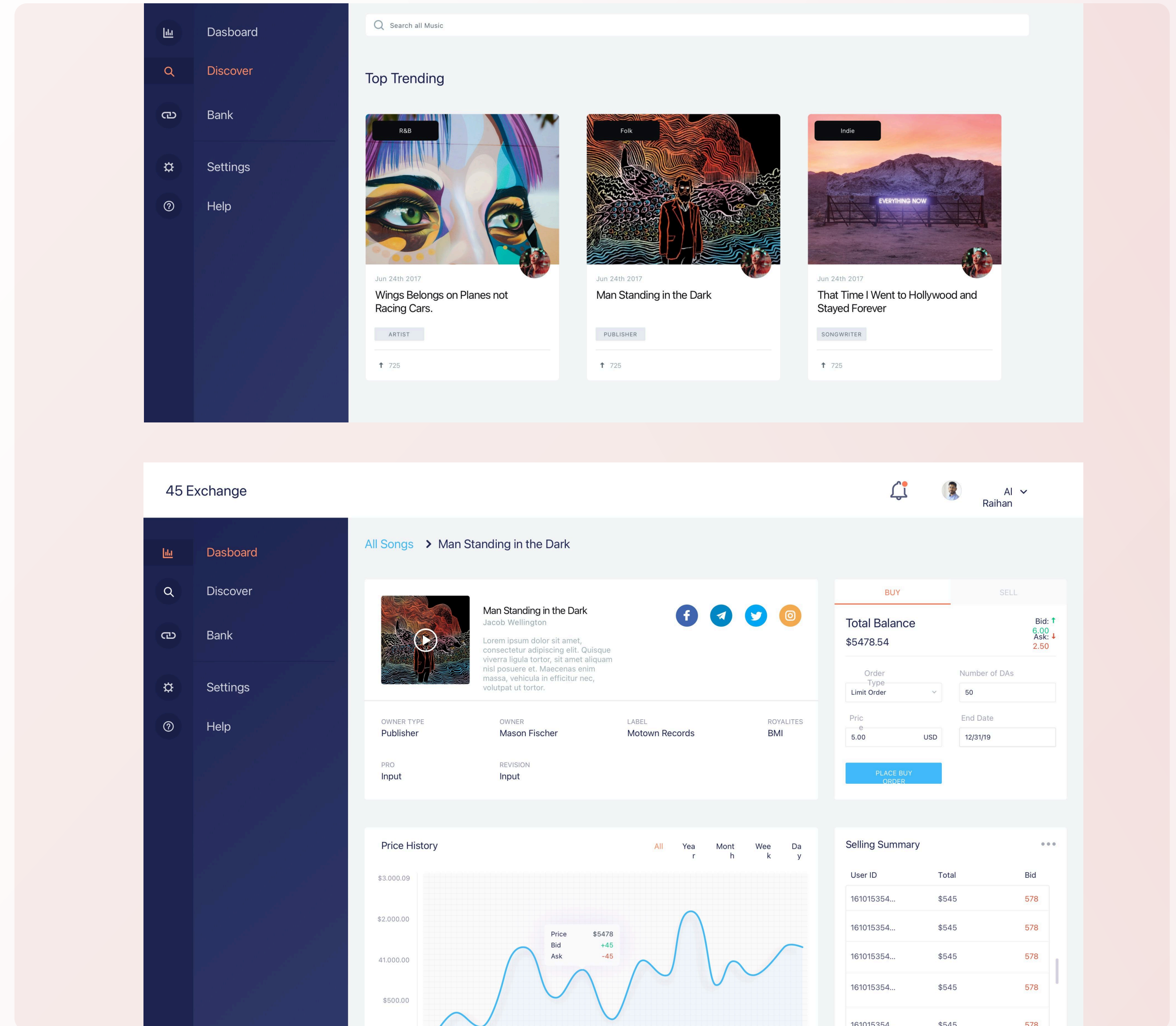
Sprint facilitator, prototyping, research + testing

PROCESS

45 Exchange set out to build a platform where artists sell shares of their songs, letting fans invest directly in the music they love using a proprietary cryptocurrency. I led a Product Design Sprint to validate core assumptions through user interviews and a clickable prototype, while partnering with an bitcoin developer to assess technical feasibility. The sprint culminated in a compliant, user-validated plan for an MVP.

OUTCOME

The sprint delivered a comprehensive set of artifacts to move the product forward: research insights, user personas, a journey map, and an assumptions table. A clickable prototype served as both a validation tool and a fundraising asset, while a prioritized MVP backlog and development roadmap gave the team a clear path to building the exchange.



fit rebel

TIMELINE

~4 weeks

ROLE

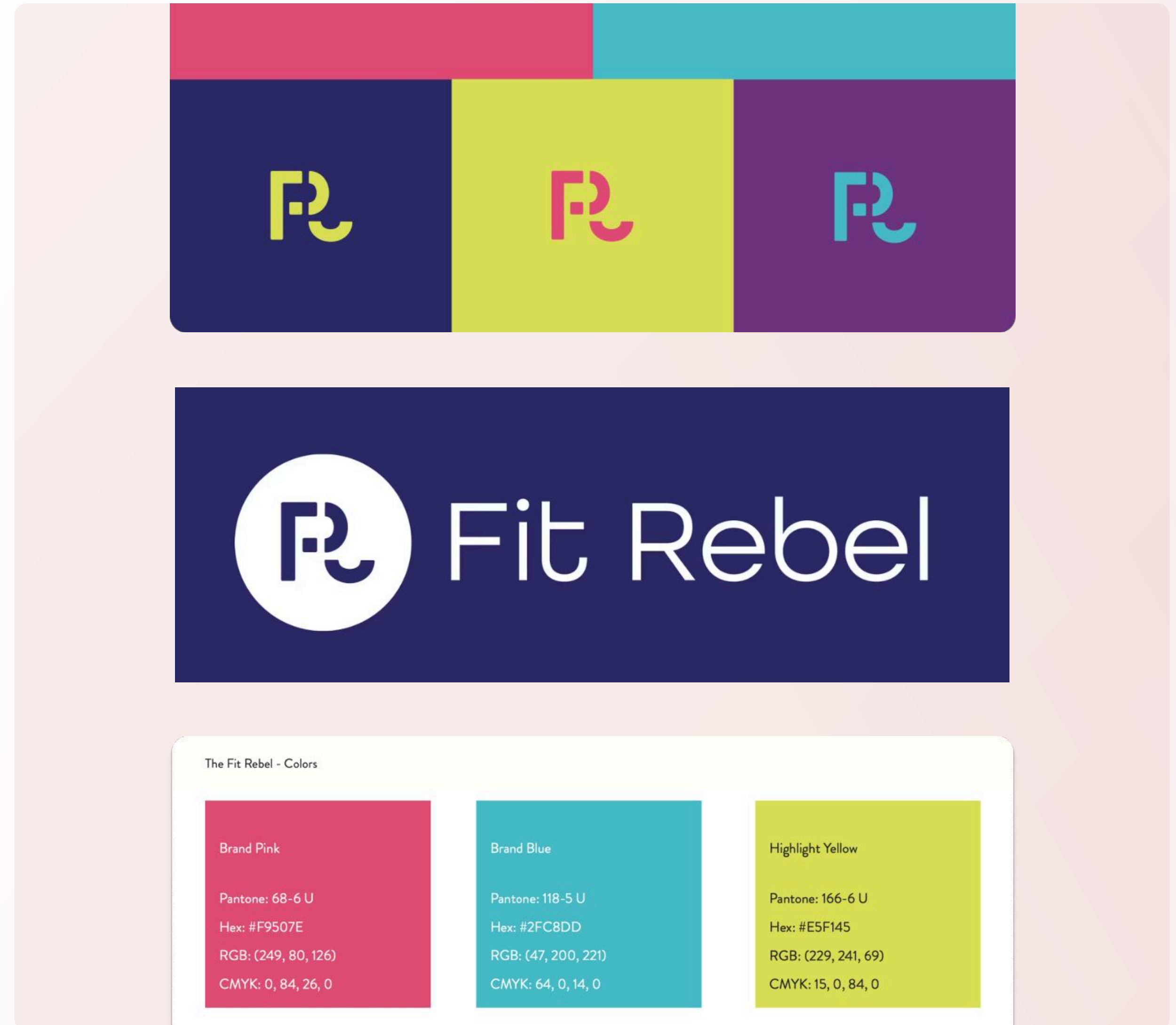
Brand design, content strategy,
low-code site development

PROCESS

Working directly with the CEO, I established The Fit Rebel's brand identity through a Google Ventures-inspired Brand Sprint, defining values, target audience, and visual identity including logo design. From there, we launched the full online experience on Squarespace, integrating Stripe and Memberspace to support class bookings, product purchases, and content access, while developing a content strategy to grow their social media presence.

OUTCOME

The partnership brought Nastassia's vision to life through a cohesive brand and digital presence, with the new logo rolled out across platforms and materials. The result was measurable growth, increased social media followers, and improved client access to programming. We successfully expanded The Fit Rebel's reach and the impact is still visible today.



[See public case study >](#)

SPEAKING, WORKSHOPS + WRITING

Recent Live streams

[AI In Focus: Bustin AI Myths](#)
[Incubator kick off with Womanish](#)
[Incubator update with AvidFirst + Senga](#)

Some Podcasts

[Giant Robots with Chad Pytel and Elaina Natario](#)
[Giant Robots with CEO Chad Pytel](#)
[Giant Robots with Ashley Sheble](#)

[Tentative Podcast with Brenda Storer](#)
[Tentative Podcast with Kyle Fiedler](#)

Workshops / Events

Moderator + Facilitator at Health Tech Austin events - 2019 - 2024

Product Design Sprint Coaching for Innovation teams at Relias / Nurse.com - 2020

thoughtbot Playbook

[Customer Discovery Playbook](#)
Co-authored with Jordyn Bonds, Director of Product Strategy

Blogs

[Giant Robots Blog Articles](#)

Other

Designed and launched [thoughtbot's first Incubator program](#) est. 2023
