

Caleb Plain

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Experience

**Consensys** Lead Product Designer

September 2017 - Present

Designing blockchain products, defining design strategy, hiring designers & engineers, design research.

**Smaato** Director of User Experience

February 2014 - September 2017

Recruited and led a design & front end engineering team, created an internal UI framework, & redesigned entire ad platform.

**DmgCtrl** Lead UI/UX Designer

January 2011 - February 2014

Designed and developed applications for a wide range of clients (Samsung, Pfizer, 21st Century Insurance, etc).

**TicketLeap** Primary UX/UI Designer

September 2009 - January 2011

Redesigned platform, iOS apps, Android app. Rebuilt web platform.

**Consensus Point** Creative Director

September 2007 - September 2009

Redesigned prediction market platform, rebuilt front-end.

Skills

Design

Storyboarding

Prototyping

Wireframing

User Research

User Testing

Code

HTML

Javascript

React

CSS/SASS

Terminal

Software

Sketch

Photoshop

Illustrator

InVision

GitHub

Leadership

Design Process

Design Thinking

Recruiting/Hiring

Engineering

Product Strategy