

Grant Blakeman, Product Designer

Los Angeles, California

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Summary

Staff-level product designer with a strong engineering background and deep experience designing modern, scalable interfaces and user experiences for everything from small startups to established products and large companies. Comfortable working across the stack, but happiest when shipping excellent product experiences that serve business goals.

Professional Experience

Staff Product Designer, Design Systems

LinkedIn

Full-time – Nov 2021 – Present

Senior Product Designer (Contract) – 2019 – 2021

- Worked in a hybrid design/eng role within Design Systems to design and implement impactful internal tools, including:
 - A suite of Figma plugins that improved design-to-engineering handoff, ensured customer privacy, and closed critical gaps in LinkedIn's design workflow
 - A Figma file quality analysis tool, saving thousands of hours in engineering/design time by catching off-system errors and poor Figma file hygiene before handoff
- Prototyped GenAI features and workflows focused on how we could leverage AI to rethink how product designers work at LinkedIn
- Acted as a bridge between Design Systems and engineering teams to align frontend implementation with design intent

Product Designer and Owner

Interdiscipline, Self-employed

2006 – 2021

- Ran an independent product design and development studio with focus on frontend engineering and product delivery
- Designed UIs for SaaS apps and e-commerce businesses
- Designed a custom CMS that served as the backbone for many clients' projects. The CMS was adaptable, extensible, and (most importantly to clients), easier to use than alternatives at the time
- Redesigned a popular online cycling publication setting it up for acquisition within months of launching the new site
- Served in Fractional Product Strategist roles for several clients in the SaaS and e-commerce spaces helping them find product-market fit for their businesses

Product Designer

Highrise (37signals/Basecamp subsidiary), Contract

2015 – 2016

- Provided product design on a mature product balancing the business goals of expanding the customer base, iterating on a backlog of improvements, and retaining existing customers
- Also snuck in a logo modernization/refresh as part of some marketing work

Product Designer (Co-Founder)

Hilite, Self-employed

2012 – 2014

- Co-created a social network for curating and sharing text snippets—part Pinterest-for-words, part link-blog
- Drove product strategy and collaborated on feature design

Product Design, Brand Design, and Product Strategy (Technical Co-Founder)

Lilly's Table, Contract

2009 – 2010

- Designed the brand, worked on business strategy with my founder chef client, and designed the entire product for this subscription-based meal planning SaaS app

Graphic Designer and Art Director

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Full-time – 2004 – 2006

- I started my career in traditional graphic design, print design, brand identity, and brand storytelling. It continues to influence how I think about product design and strategy

Skills

- **Product:** Discovery, market research, product strategy, competitive analysis, journey mapping, wireframing, code and no-code prototyping, UI/UX design, visual design
- **Additional:** Design Systems, component-based thinking, engineering collaboration and balancing technical tradeoffs, design critique
- **Tools:** Figma, Sketch, Framer, Play
- **Cross-functional:** JavaScript/TypeScript, Svelte, React, CSS, HTML

Education

University of Colorado Boulder, Leeds School of Business

Bachelor's Degree, Marketing – 2001 – 2004

Boston University, Questrom School of Business

Coursework in General Management – 2000 – 2001