

Paolo J Duarte

Senior Product Designer

Experience

Dialpad Ai - Remote, USA

Senior Product Designer / Jul 2022–present

- Lead designer for Supervisor, Agent, and Omnichannel experiences, overseeing the full end-to-end process.
- Delivered key features like AI Scorecards, AI IVR Workflows, and Support/Sales agent home pages, driving quarterly releases that **helped Dialpad exceed \$300M in ARR** in 2024.
- Mentor designers new to the AI and communications space.
- Internal Figma Advocate tools (FigJam, DevMode) through workshops for cross-functional teams and new hires.
- Learning basic code to improve collaboration with engineering partners.

Gap Inc - San Francisco, CA

Product Designer / Nov 2020–Jul 2022

- Led design for the in-store POS app across Gap, Banana Republic, Old Navy, and Athleta, overseeing the full design process from ideation to final handoff.
- Key launches included the new Rewards program, Loyalty app integration, and the Canada app in both English and French.
- Served as visual advisor for the Design Systems team, ensuring pixel-perfect components for development.
- Led creative direction for Gap Inc's metaverse initiatives, including NFTs, online communities, and partnerships.

Gap - San Francisco, CA

Web Designer / Nov 2018–Nov 2020

- Redesigned internal workflows to boost cross-functional collaboration, innovation, and usability by implementing a curated design system. **Featured on Adobe's "Meet the Makers" live series.**
- Led customer experience enhancements across web, mobile, and email, driving revenue retention efforts due to store closures.
- Conducted A/B testing and customer interviews to optimize site navigation.

Associate Web Designer / May 2018–Oct 2018

- Designed web and email assets for promotional campaigns, enhancing the customer experience across all digital platforms.
- Led design efforts for record-breaking engagement and conversion during Cyber Monday 2018.

Siren Care - San Francisco, CA

UX/UI Designer / Nov 2017–May 2018

- Led all design objectives end to end for website, product and app UX.
- Created visual marketing assets and led company re-brand that resulted in **CES Best of Innovation 2018 Award winner**.

Lattis - San Francisco, CA

UX/UI Designer / Jun 2017–Nov 2017

- Brand identity improvement through UX and UI design duties from hand-drawn wireframes to final website and app interfaces.

Contact

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360-560-7013

Education

University of Washington

BDes in Industrial Design

Class of 2016

Design in Rome

UW Exploration Seminar

Summer 2014

Skills

Product Design:

- Figma, FigJam, DevMode
- Prototyping
- Research
- Testing
- Wire-framing
- Strategy

Dev tools:

- CSS/HTML
- Github
- VS Code

Visual Design:

- Adobe Suite
- Branding
- Drawing

Languages

Spanish - Native

English - Bilingual

Italian - Elementary

References upon request